



**Euromonitor
International**

Wound Care in Serbia

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales of wound care supported by growth in physical activity and sports, alongside workplace requirements for first aid kits

The Hansaplast brand remains the most popular, thanks to offering wide range of sticking plasters

Pharmacies remain popular, while e-commerce attracts growing attention

PROSPECTS AND OPPORTUNITIES

Wound care will maintain positive sales, thanks to strong baseline demand and expected lifestyle shifts

Innovations set to follow global trends, with new and advanced materials, alongside those which are natural and organic

Ageing population and chronic diseases will also support demand for wound care

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