



Euromonitor
International

Wound Care in Slovenia

October 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Positive sales maintained by new product launches and regulatory requirements for first aid kits
Opsite brand maintains lead thanks to its enhanced healing attributes
Pharmacies continue to benefit from offering a wide range of options to suit different wound care needs

PROSPECTS AND OPPORTUNITIES

Sales driven by baseline demand and innovations in an overall mature category
Innovations will be focussed on enhanced healing properties and technological advances
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