



**Euromonitor  
International**

# Wound Care in Georgia

September 2025

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Sales supported by a widening variety of products and higher levels of sporting activities  
Betasan maintains company lead, but faces competition from brands such as Pic and Medrull  
Pharmacies remain the most popular outlets thanks to overall expansion of this channel

### PROSPECTS AND OPPORTUNITIES

Ongoing positive sales supported by active lifestyles and a growing range of available products to suit different needs  
Innovation set to be focussed on specialist products for different needs  
Ageing population and rise of various ailments support demand for wound care

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### DISCLAIMER

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