



Euromonitor
International

Wound Care in South Africa

October 2025

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Wound Care in South Africa - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sticking plasters/adhesive bandages maintain a household presence
Budget-conscious consumers look for lower-priced brands and private label
Ad-hoc purchasing tendency makes convenience retailing a big factor

PROSPECTS AND OPPORTUNITIES

Growing awareness of the benefits of proper wound care to push retail sales
Price-sensitivity to hamper brand loyalty and stimulate the use of price promotions
Some innovation is anticipated from the leading brands

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/wound-care-in-south-africa/report.