



Wound Care in New Zealand

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Wound care sees value and volume sales rise in 2025 thanks to active lifestyles and ageing population
Multinational brands hold steady in wound care in New Zealand, as Elastoplast rolls out global Second Skin Protection locally
Steady demand, extensive ranging and discount strategies ensure distribution lead for pharmacies

PROSPECTS AND OPPORTUNITIES

Wound care sales set to rise as consumers seek value and functionality
Elastoplast strengthens brand visibility and emotional resonance among local consumers through rugby union and rugby league sponsorship
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