



Euromonitor  
International

# Wound Care in Pakistan

September 2025

Table of Contents

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Consumers keep basic first aid items such as wound care on hand  
Saniplast is a household name across Pakistan  
Convenient delivery and bundle discounts ensure strong e-commerce growth

### PROSPECTS AND OPPORTUNITIES

Challenge of wound care's maturity and low unit prices  
Improved adhesive quality, breathable materials, and skin-friendly bandages expected  
Rising hygiene awareness supports steady usage

### CATEGORY DATA

Table 1 - Sales of Wound Care by Category: Value 2020-2025  
Table 2 - Sales of Wound Care by Category: % Value Growth 2020-2025  
Table 3 - NBO Company Shares of Wound Care: % Value 2021-2025  
Table 4 - LBN Brand Shares of Wound Care: % Value 2022-2025  
Table 5 - Forecast Sales of Wound Care by Category: Value 2025-2030  
Table 6 - Forecast Sales of Wound Care by Category: % Value Growth 2025-2030

## Consumer Health in Pakistan - Industry Overview

### EXECUTIVE SUMMARY

Consumer Health in 2025: The big picture  
Key trends in 2025  
Competitive landscape  
Channel developments  
What next for consumer health?

### MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025  
Table 8 - Life Expectancy at Birth 2020-2025

### MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2020-2025  
Table 10 - Sales of Consumer Health by Category: % Value Growth 2020-2025  
Table 11 - NBO Company Shares of Consumer Health: % Value 2021-2025  
Table 12 - LBN Brand Shares of Consumer Health: % Value 2022-2025  
Table 13 - Penetration of Private Label by Category: % Value 2020-2025  
Table 14 - Distribution of Consumer Health by Format: % Value 2020-2025  
Table 15 - Distribution of Consumer Health by Format and Category: % Value 2025  
Table 16 - Forecast Sales of Consumer Health by Category: Value 2025-2030  
Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030

### APPENDIX

OTC registration and classification  
Vitamins and dietary supplements registration and classification  
Self-medication/self-care and preventive medicine  
Switches

### DISCLAIMER

### DEFINITIONS

## SOURCES

### Summary 1 - Research Sources

#### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/wound-care-in-pakistan/report](http://www.euromonitor.com/wound-care-in-pakistan/report).