



Euromonitor
International

Wound Care in Belgium

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Demographic shifts and healthcare trends drive growth in wound care

Beiersdorf NV SA leads while second-placed Paul Hartmann NV SA records strong share

Pharmacies lead gauze sales while supermarkets is a key distributor of sticking plasters and first aid kits

PROSPECTS AND OPPORTUNITIES

Gauze, tape and other wound care is set to be the main driver of growth across the forecast period

Home-based wound care is set to drive future opportunities for gauze distribution

Product innovation is set to focus on enhanced effectiveness to drive sales

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