



**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
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DISCLAIMER

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