



Euromonitor
International

Wound Care in Taiwan

October 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Wound care in Taiwan grows in line with self-care trends and the ageing population

3M and Band-Aid strengthen their market position as advanced wound care gains traction in Taiwan

Health and personal care stores drive growth in wound care distribution, surpassing pharmacies in Taiwan

PROSPECTS AND OPPORTUNITIES

Advanced care needs and the ageing population are set to fuel positive growth

Innovation is set to focus on holistic wound care and liquid bandages across the forecast period

Trust, accessibility and education are set to drive brand engagement in wound care

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