



**Euromonitor
International**

Wound Care in the United Arab Emirates

September 2025

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Wound Care in the United Arab Emirates - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Maturity constrains the growth potential of wound care
Hansaplast continues to shape the category offer
Pharmacies leverage consumer trust to dominate the distribution of wound care

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Growing self-reliance in health and safety to offer growth opportunities to first aid kits
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