

# Dermatologicals in Denmark

September 2023

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## Dermatologicals in Denmark - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Current value sales growth for dermatologicals in 2023

Omega ACO retains its lead in 2023 ahead of GSK consumer health and McNeil Denmark.

Non-grocery retailers continues to dominate, but e-commerce is gradually gaining ground

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An ageing population and climate change will support growth in the years ahead

Social stigma of certain products will continue to benefit online sales

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