



# Dermatologicals in Indonesia

September 2023

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## Dermatologicals in Indonesia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Millions of babies experience nappy rash, driving sales of treatments  
Although store-based retail maintains its dominance, e-commerce continues to rise  
Strengthening competition in topical germicidals/antiseptics

#### PROSPECTS AND OPPORTUNITIES

Continued growth expected, due partly to the weather conditions  
Risk of candida auris fungus in Indonesia, which will drive sales of topical antifungals  
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