

# Dermatologicals in Peru

October 2023

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## Dermatologicals in Peru - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Excessive heat caused by El Niño generates fungal infections in consumers  
Bepanthen sees ongoing success thanks to its multiple-use benefits and high brand recognition  
Isodine maintains top brand place, even ahead of the popular Bepanthen

#### PROSPECTS AND OPPORTUNITIES

Prescription products influence trends in highly fragmented category  
Dermocosmetics expected to see increasing attention over the forecast period  
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### DISCLAIMER

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