

# Dermatologicals in Brazil

March 2024

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## Dermatologicals in Brazil - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Dermatologicals sees healthy growth along with improvements in the economic scenario and lifestyles in 2023  
Demand for products designed to treat the scalp drives sales of medicated shampoos and hair loss treatments  
Competition from private label increases in nappy (diaper) rash treatments

#### PROSPECTS AND OPPORTUNITIES

Demographic dynamics may impact the demand for nappy (diaper) rash treatments in the long term  
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### DISCLAIMER

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/dermatologicals-in-brazil/report](http://www.euromonitor.com/dermatologicals-in-brazil/report).