

Dermatologicals in Australia

September 2023

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Dermatologicals in Australia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Key dermatologicals categories continue to see steady growth
Strong competitive landscape, with multiple brands fighting for share
Skin health is a key area of focus for Australian consumers

PROSPECTS AND OPPORTUNITIES

Hair loss a growing concern for Australians amidst an ageing population
Forecast growth for e-commerce slow, as pharmacies expected to be the main distribution channel
Declining birth rate could slow growth of nappy (diaper) rash treatments

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