

# Dermatologicals in Western Europe

October 2020

Table of Contents

## INTRODUCTION

Scope

Key findings

## REGIONAL OVERVIEW

Germany and Italy lead sales in Western Europe

Skin conditions and allergies stimulate topical allergy remedies growth

Topical antifungals lead sales in the biggest markets

Antipruritics shows significant growth across the region

Dermatologicals in Western Europe grows in most countries

External factors affect sales in Western Europe

Chemists/Pharmacies remains the leading distribution channel

Regulation...

... and competition shape distribution

## LEADING COMPANIES AND BRANDS

Denmark represents the extreme of the region's consolidated market

Bayer remains top of the table

Large global companies remain prominent across the region

Top brand Canesten retains its position while others shift

## FORECAST PROJECTIONS

Germany leads in both size and forecast growth

Pre-COVID-19 initial forecast projections

Post-COVID-19: Dermatologicals still holds good prospects

## COUNTRY SNAPSHOTS

Belgium: Market context

Belgium: Competitive and retail landscape

France: Market context

France: Competitive and retail landscape

Greece: Market context

Greece: Competitive and retail landscape

Ireland: Market context

Ireland: Competitive and retail landscape

Italy: Market context

Italy: Competitive and retail landscape

Netherlands: Market context

Netherlands: Competitive and retail landscape

Portugal: Market context

Portugal: Competitive and retail landscape

Spain: Market context

Spain: Competitive and retail landscape

UK: Market context

UK: Competitive and retail landscape

Germany: Market context

Germany: Competitive and retail landscape

Switzerland: Market context

Switzerland: Competitive and retail landscape

Sweden: Market context

Sweden: Competitive and retail landscape

Finland: Market context

Finland: Competitive and retail landscape

Norway: Market context

Norway: Competitive and retail landscape

Austria: Market context

Austria: Competitive and retail landscape

Denmark: Market context

Denmark: Competitive and retail landscape

Turkey: Market context

Turkey: Competitive and retail landscape

## APPENDIX: INDUSTRY FORECAST MODEL

Growth decomposition explained

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