

Dermatologicals

Exploring the Current & Future Self-Care Market for Skin Care and Aesthetics

Key Features of the report:

- An in-depth exploration of the Dermatologicals market, including **Antifungals, Wound healers, Acne remedies, Anti-itch** & more, plus coverage of adjacencies such as **Hair & beauty supplements**
- Coverage of **8 major countries** from across the globe, with topline sales, brand performances, new developments, launches and promotional campaigns, as well as **additional key markets in brief**
- Very latest mid-year 2023 sales from **DB6**, our dedicated CHC sales database, plus historical growth rates to help track performance fluctuations
- Antifungals sales segmented into **general, VYI and nail presentations**
- **Case studies** of key Derma brands, highlighting success factors, sales, NPD and A+P activity, including digitally-native and online brands
- A look to the future includes long-term **forecast sales** for all categories and countries to 2027 & 2032, plus the most up-to-date short-term forecasts

There are countless opportunities for marketers to capitalise on the growth potential of skincare and aesthetic products, and the pandemic has shown that hygiene and personal care have become unprecedented concerns for consumers across the world.

With overall sales held back to a degree by the stabilisation of antiseptics & disinfectants following a pandemic-related spike, much of the Derma market is actually in rude health, featuring exciting pockets of dynamism and opportunities for future growth. Strong showings among lip care, acne remedies and wound healers are just a few signs of strong demand. The picture is even brighter online, with the e-commerce skincare market taking almost \$3bn in sales and enjoying year-on-year strong growth.



Launch activity remains key to driving growth, with innovations in delivery format and formula frequent, while niches such as post-surgery recovery can potentially reach new audiences. A+P investment has proved an important growth driver in some areas – with marketers turning to digital channels to educate consumers and promote their products. Personalisation is also a key trend, with consumers looking for something more than a “one-size-fits-all” skincare solution.

By examining 8 core markets in detail (and additional key markets in brief), analysing brand performances and launch activity, our latest ***Dermatologicals*** report aims to investigate the untapped potential in this CHC category.

Categories covered in this report include:

Antifungals • Wound healers • Antiseptics & disinfectants • Anti-itch
Acne remedies • Feminine intimate care • Lip care • Haemorrhoid preparations
Circulatory aids • Hair loss treatments • Eczema & psoriasis • Scalp treatments
Cold sore treatments • Lice treatments • Wart & verruca treatments

Hair & beauty supplements[†]

[†] sales tracked under VMS in DB6

8 individual markets profiled in depth



Brazil China France Germany Italy Japan UK USA

Plus selected additional markets in brief



Australia Canada India Mexico Poland S Korea

The report features the latest mid-2023 sales data from our dedicated **DB6** database, including topline historical sales globally, by country and category, as well as individual brand performances, and long-term forecasts to 2027 and 2032.

Diving into the factors affecting the **Dermatologicals** market, from consumer trends and regulatory changes to A+P campaigns and new product launch activity, this report sheds light on trends & developments across **8 in-depth country profiles** with insights and predictions, as well as **shorter profiles of other key markets**.

Key questions investigated in this report

What are the key differences from market to market in terms of growth trends, regulations and competitive landscape?

Which marketers and brands stand out and why?

How will NPD benefit Dermatologicals in the years ahead?

What are the opportunities for e-commerce in the global skincare market?

What new niches and demographics remain underserved?

How can marketers best respond to the growing demand for “clean” and sustainable products?

Data analysis within each country profile sees Antifungals sales divided into **VVI, nail and general presentations**.

The important adjacent category of **hair & beauty supplements** is also investigated.

Assessing the short-term outlook, the report also includes full year 2023 & 2024 forecasts for all categories in each market profiled.

With a high degree of launch activity among Dermatologicals, new product development is explored across markets. **Brand case studies** evaluate the key lessons to be learned from rising star brands and established products, including consumer messaging, digital strategies, line extensions, portfolio development and brand strategies.

