

# NICHOLAS HALL'S DERMATOLOGICALS

CAPITALISING ON THE  
OPPORTUNITIES IN  
CHC SKIN HEALTH

AN ALL-NEW CATEGORY REPORT  
PUBLISHING END-SEPTEMBER 2026

## Key Features of the report:

An in-depth exploration of the **CHC Derma** market, including **Acne remedies, Antifungals, Lip care, Wound healers, Cold sore treatments, Feminine intimate care, Eczema treatments, Hair & beauty supplements** and more

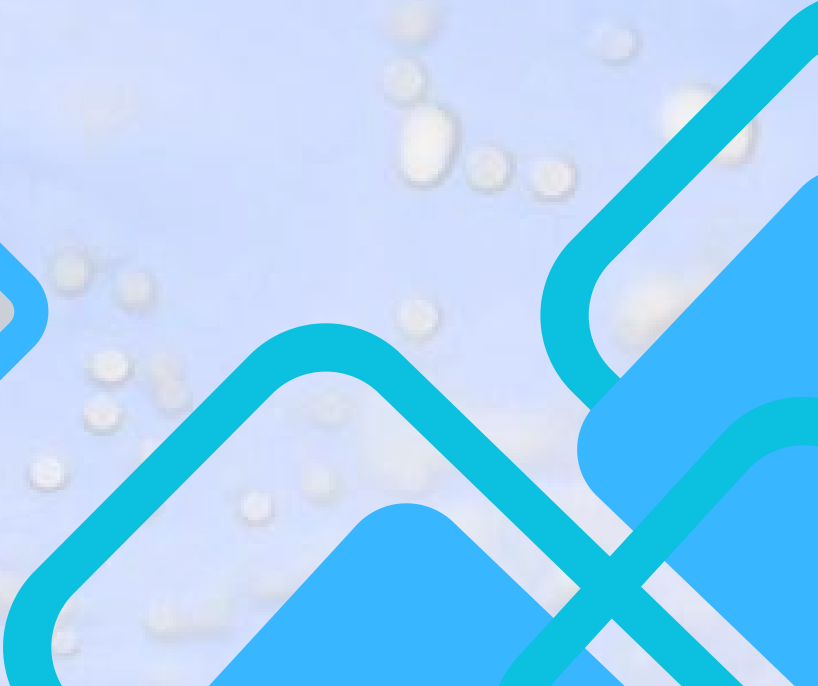
**Coverage of 12 major markets** from across the globe, with topline sales, brand & marketer performances, the latest developments, launches and promotional campaigns

**Year-end 2025** sales from the recently-published **DB6**, our dedicated CHC sales database, plus historical growth rates back to 2021

**Internet & mail order channel sales** for every market profiled

**Case studies of key brands**, highlighting growth drivers, sales, NPD activity and consumer & HCP promotion

A look to the future includes long-term **forecast sales** for all categories and countries to 2030 & 2035, plus the very latest short-term forecasts (to 2026 & 2027)



**Dermatologicals** were among the **strongest-performing consumer health categories** in 2025 and strong growth is forecast in the short and longer term. Categories such as lip care and acne remedies are posting dynamic performances, but there is reason to be excited about many other areas. Skin health is shaping up to be **one of the most exciting fields of development** in the CHC industry.

Climate, pollution and demographic shifts are reshaping demand. Hotter, more humid weather, UV exposure and urban stressors are increasing focus on protection, repair and resilience, supporting opportunities in UV-protective skincare, antifungals, bite & sting relief and dryness solutions. Ageing is being reframed as “skin longevity”, with more emphasis on cellular health & repair over temporary surface-level fixes. Men, older consumers and GLP-1 users may create new demand in areas such as wound care and hair loss.

There is increasing interest in the skin microbiome, barrier health and beauty-from-within. Ingredients such as pre-, pro- & post-biotics, ceramides and fatty acids are being used to support the skin ecosystem, reduce sensitivity and manage flare-ups linked to acne, eczema and inflammation. Scalp “skinification” is moving from a beauty buzzword to a more serious wellness proposition, as brands, ingredient suppliers and researchers increasingly treat the scalp as a distinct skin environment.

Innovation is being driven by personalisation and premiumisation. AI diagnostics and smartphone tracking promise more tailored routines, while K-Beauty is shaping expectations around high-quality ingredients, pimple patches and inside-and-out regimens. Rx-to-OTC switches and other NPD creates new segments, while sustainability remains an important differentiator through refill packs and lower-impact ingredients.

By examining core CHC markets in detail, tracking performance, launch activity and promotional campaigns, our **Dermatologicals** report aims to reveal the untapped potential in this broad but high-performing CHC category.

The report features **sales forecasts to 2030 & 2035** from our dedicated **DB6** database, alongside end-2025 sales data including topline historical sales globally, by country and category, and individual brand & marketer performances.

Diving into the factors impacting the future of the **Dermatologicals** market, from trending ingredients, emerging segments and shifts in the regulatory landscape to the best A+P campaigns and the most exciting launch activity, this report offers insights and predictions across **8 in-depth country profiles**, as well as **mini-profiles of other key markets**.

Assessing the short-term outlook, the report includes **full year 2026 & 2027 forecasts for all categories** in each market profiled.

## Key Questions answered in this report:

**Which strategies offer the best route to growth in the evolving Skin health market?**

**Which new niches and underserved demographics are ripe for development?**

**How are marketers & brands navigating the challenges?**

**Where do the best opportunities lie for new and established Derma brands?**

*8 individual markets profiled in depth:*

**Brazil • China • France  
Germany • Italy • Japan • UK • USA**

*Plus additional markets in brief:*

**India • Mexico • Poland • Russia**

### **Categories covered in this report include:**

Acne remedies  
Haemorrhoid preparations  
Antifungals (general, VYI & nail)  
Anti-itch • Antiseptics & disinfectants  
Wound healers • Cold sore treatments  
Scalp treatments • Lice treatments  
Hair loss treatments  
Wart & verruca treatments  
Circulatory aids • Lip care  
Feminine intimate care  
Eczema & psoriasis • Other derma  
Hair & beauty supplements<sup>†</sup>

<sup>†</sup>sales tracked under VMS in **DB6**



**New product development** is explored across markets, including Rx-to-OTC switches, delivery format innovations, new benefits and more. **A dedicated section in each market profile assesses the latest launch activity**, utilising our dedicated *CHC New Products Tracker* service.

**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.

| PRICING OPTIONS | PRE-PUBLICATION DISCOUNT | LIST PRICE |
|-----------------|--------------------------|------------|
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