

Dermatologicals in Morocco

September 2023

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Dermatologicals in Morocco - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Pandemic-related factors and long-term trends buoy demand for dermatologicals

Topical germicidals/antiseptics remains the fastest developing category

Success of Betadine and Systral-C underpins continued leadership of Laprophan

PROSPECTS AND OPPORTUNITIES

Growing incidence and severity of various skin issues bodes well for dermatologicals Rising image-consciousness will become a more important driver of demand E-commerce set to make further gains in dermatologicals distribution

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DISCLAIMER

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