

Dermatologicals in Finland

September 2023

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Dermatologicals in Finland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Revival of new product development activity boosts sales Convenience factor proving important, while nappy rash treatments being hit by falling birth rates Bayer leads, while smaller brands emerge

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Moderate growth expected Notable growth for medicated shampoos Growing competition from products such as dietary supplements

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DISCLAIMER

DEFINITIONS

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