

# Dermatologicals in North Macedonia

October 2023

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#### 2023 DEVELOPMENTS

Inflation and rising interest in higher quality products fuel strong double-digit value growth in 2023

Hair loss treatments and vaginal antifungals record the strongest growth

Medicated shampoos continue to benefit from the expanding presence of competitively-priced brands

#### PROSPECTS AND OPPORTUNITIES

Innovation will support moderate growth over the forecast period

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