

# Dermatologicals in Croatia

September 2023

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Increasing demand for medicated products boosts dermatologicals sales

Rising cases of fungal infections and allergies spurs sales of vaginal antifungals and topical allergy remedies/antihistamines, respectively

Stress related to COVID-19 and rising cost of living drive demand for hair products

#### PROSPECTS AND OPPORTUNITIES

Sedentary lifestyles to drive demand for haemorrhoid treatments

Herbal, natural skin care products increasingly attractive

Further fragmentation and segmentation expected with the anticipated arrival of new products

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