

Dermatologicals in Thailand

January 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Resumption of active lifestyles, including travel, boosts demand of dermatological products

Retail networks continue to expand in easily accessible locations

Social media influencers play an increasingly important role in promotion of locally-made dermatological products

PROSPECTS AND OPPORTUNITIES

Demand will continue to grow, as consumers resume their engagement in outdoor and travel activities

Ageing society is likely to positively impact sales

E-commerce will emerge as the new battleground for dermatological players

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