



Euromonitor
International

Dermatologicals in Serbia

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Skin health as an indicator of overall wellbeing supports sales of dermatologicals

Beiersdorf maintains lead thanks to popularity of its Nivea Baby and Eucerin brands

Pharmacists remain key, thanks to offering wide ranges of products and professional advice

PROSPECTS AND OPPORTUNITIES

Ongoing sales supported by popularity of OTC treatments for minor ailments

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Skin health will continue to be an important trend

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