Dermatologicals in Sweden - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS
Varied performance in 2023, with lice treatments leading growth
Difficult economic environment has impact on sales of perceived non-essentials
E-commerce offers a discrete method of shopping

PROSPECTS AND OPPORTUNITIES
Lice treatments and medicated shampoo will lead growth
Dermocosmetics could provide threat to growth
Well-known brands will hold sway

CATEGORY DATA
Table 1 - Sales of Dermatologicals by Category: Value 2018-2023
Table 2 - Sales of Dermatologicals by Category: % Value Growth 2018-2023
Table 3 - NBO Company Shares of Dermatologicals: % Value 2019-2023
Table 4 - LBN Brand Shares of Dermatologicals: % Value 2020-2023
Table 5 - LBN Brand Shares of Hair Loss Treatments: % Value 2020-2023
Table 6 - Forecast Sales of Dermatologicals by Category: Value 2023-2028
Table 7 - Forecast Sales of Dermatologicals by Category: % Value Growth 2023-2028

Consumer Health in Sweden - Industry Overview

EXECUTIVE SUMMARY
Consumer health in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for consumer health?

MARKET INDICATORS
Table 8 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023
Table 9 - Life Expectancy at Birth 2018-2023

MARKET DATA
Table 10 - Sales of Consumer Health by Category: Value 2018-2023
Table 11 - Sales of Consumer Health by Category: % Value Growth 2018-2023
Table 12 - NBO Company Shares of Consumer Health: % Value 2019-2023
Table 13 - LBN Brand Shares of Consumer Health: % Value 2020-2023
Table 14 - Penetration of Private Label in Consumer Health by Category: % Value 2018-2023
Table 15 - Distribution of Consumer Health by Format: % Value 2018-2023
Table 16 - Distribution of Consumer Health by Format and Category: % Value 2023
Table 17 - Forecast Sales of Consumer Health by Category: Value 2023-2028
Table 18 - Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX
OTC registration and classification
Vitamins and dietary supplements registration and classification
Self-medication/self-care and preventive medicine
Switches

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