

# Dermatologicals in Germany

December 2023

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# Dermatologicals in Germany - Category analysis

### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Dermatologicals continues to record positive current value growth Lice treatments back in demand post-pandemic Discretion important for sales of dermatologicals

# PROSPECTS AND OPPORTUNITIES

Positive current value growth expected for dermatologicals, with hair loss treatments remaining most dynamic over the forecast period Rising number of infections and climate change to drive sales of cold sore treatments Power ingredients will emerge

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