



Euromonitor
International

Dermatologicals in Turkey

October 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

- Substantial increase in current value growth of dermatologicals in 2025
- Bayer leads in 2025 thanks to strong brand recognition
- Pharmacies continue to dominate the dermatologicals landscape

PROSPECTS AND OPPORTUNITIES

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- Innovation will focus on clinically-backed formulations
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DISCLAIMER

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