

Dermatologicals in Austria

January 2023

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Dermatologicals in Austria - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Return to out-of-home lifestyles increases potential for skin complaints
Growing interest in personal appearance boosts hair loss treatments
Discontinuation of a leading brand deepens the decline in nappy (diaper) rash treatments

PROSPECTS AND OPPORTUNITIES

Environmental factors and closer contact with others to stimulate the need for dermatologicals
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