

Dermatologicals in Estonia

November 2022

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Dermatologicals in Estonia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Moderate growth links to limited consumption opportunities
Current retail value and volume sales rise due to the success of Placenta Vitae
GSK Consumer Healthcare leads with its well-known and widely available brands

PROSPECTS AND OPPORTUNITIES

Stagnation as consumers are increasingly educated about health
Self-medication prevails as the e-commerce channel grows
The fear of hair loss is set to drive current value sales across the forecast period

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DISCLAIMER

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