



# Dermatologicals in New Zealand

October 2022

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## Dermatologicals in New Zealand - Category analysis

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Ageing population and rising stress and anxiety levels boosting demand  
Antipruritics delivers strong growth with sales benefiting from several factors  
Multinationals continue to lead with a wide range of product options

#### PROSPECTS AND OPPORTUNITIES

Decline in birth rates will contribute to decline of paediatric dermatologicals  
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