

Dermatologicals in the US

Market Direction | 2022-10-07 | 29 pages | Euromonitor

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Report description:

In 2021, wellness and preventative health remained top-of-mind, as consumers returned to daily life amidst the pandemic. Indeed, loosening COVID-19 restrictions, widespread vaccine distribution, the recovery of travel and out-of-home social engagements, and school reopening in the US contributed to a better performance in the categories most negatively impacted by the lack of interpersonal contact, such as cold sore treatments and antiparasitics/lice (head and body) treatments.

Euromonitor International's Dermatologicals in USA report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Antiparasitics/Lice (Head and Body) Treatments, Antipruritics, Cold Sore Treatments, Haemorrhoid Treatments, Hair Loss Treatments, Medicated Shampoos, Nappy (Diaper) Rash Treatments, Paediatric Dermatologicals, Topical Allergy Remedies/Antihistamines, Topical Antifungals, Topical Germicidals/Antiseptics, Vaginal Antifungals.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Dermatologicals market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Despite consumer adoption of holistic wellness, return to daily life slightly moderates growth for some dermatologicals in 2022
While the greater focus on skin health bodes well for antipruritics, innovation from beauty and personal care resonates better with consumers

Hair loss treatments and medicated shampoos face mounting pressure

PROSPECTS AND OPPORTUNITIES

The "new normal" of holistic wellness could serve as a growth driver or moderator over the forecast period

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