

Dermatologicals in Italy

Market Direction | 2024-09-18 | 25 pages | Euromonitor

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Report description:

The dermatologicals category is set to see retail value sales increase in current terms in Italy in 2024, though its growth is expected to be slower than in recent years. After the major price increases seen in 2023, consumers have definitely decreased their pharmacy inputs, limiting their purchasing opportunities and avoiding expenditure that is not strictly necessary. Moreover, the category is losing some of the key drivers seen in the COVID-19 period and is settling on normalisation, with the...

Euromonitor International's Dermatologicals in Italy report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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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DERMATOLOGICALS IN ITALY

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Dermatologicals category slows down after price hikes, lacking growth drivers in the post-COVID-19 era

Early heat fuels antihistamines boom as Italians seek relief outdoors after pandemic

Stress and alopecia amongst young people drive hair loss market with minoxidil holding strong despite the rising natural trend

PROSPECTS AND OPPORTUNITIES

Children's dermatological products see continued decline due to progressively falling birth rates

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