

Dermatologicals in Australia

Market Direction | 2024-09-26 | 26 pages | Euromonitor

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Report description:

Value sales of dermatologicals in Australia continue to rise in 2024, supported by a number of factors. According to Euromonitor International's Voice of the Consumer: Health and Nutrition Survey (fielded January to February 2024), skin conditions (including skin rashes, eczema and psoriasis) had a moderate to severe impact on everyday life for 49% of respondents in Australia, the highest rate on record since tracking began in 2019 (42%). Of the total Australian survey respondents, 12% indicated...

Euromonitor International's Dermatologicals in Australia 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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September 2024

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DERMATOLOGICALS IN AUSTRALIA

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Skin conditions impact the lives of a record number of survey respondents in Australia
Back-to-school a boon for head lice, driving sales of related healthcare products
Hair loss treatments benefits as men's health conversations become increasingly mainstream

PROSPECTS AND OPPORTUNITIES

Growth of nappy (diaper) rash treatments likely to be curbed by demographic factors
Lobbying for a future national strategy towards eczema to address suboptimal treatment of the skin condition
Pharmacies to remain leading channel, with any shift in distribution status quo likely to be profound

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