

# Dermatologicals in Italy

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## Abstracts

Dermatologicals is seeing steady single-digit growth in current value terms in 2023. Two of the most important product areas, topical antifungals and vaginal antifungals, are both seeing moderate growth in 2023, although this is largely due to inflation rather than an increase in demand. Value sales of topical and vaginal antifungals are benefiting from price increases linked to manufacturers raising their price lists as a result of the higher production costs they are experiencing. These OTC pr...

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 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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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Antifungals benefit from price increases but increased hygiene awareness puts the brakes on volume growth

New normal lifestyles help sustain demand for dermatologicals

Antipruritics benefit from the growing impact of atopic dermatitis and increased exposure to causes of itchiness

#### PROSPECTS AND OPPORTUNITIES

Limited growth potential due to category maturity and improving hygiene standards

Nappy (diaper) rash treatments expected to suffer due to falling birth rates

Rising stress levels should favour sales of hair loss treatment and antipruritics

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