

# Dermatologicals in Romania

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## Abstracts

International players with broad portfolios continue to lead the way in dermatologicals, with Bayer Romania the top-ranked company. Bayer Romania's Canesten, the best-selling product in both topical and vaginal antifungals, is expected to maintain brand leadership in dermatologicals. In addition, Bayer Romania's Bepanthen is set to remain the leader in antipruritics and nappy (diaper) rash treatments. Bayer has invested considerable amounts in advertising its dermatologicals brands, resulting in...

Euromonitor International's Dermatologicals in Romania 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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