



# Dermatologicals in the US

September 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Mixed performance expected in dermatologicals in 2024, as consumers continue struggling with inflation, economic uncertainty, and ongoing price increases

New policy changes and rise in service-based offerings expected to impact the performance of antiparasitics/lice (head and body) treatments

Top consumer priorities of safety and skin health spur innovation in dermatologicals

PROSPECTS AND OPPORTUNITIES

Consumer interest in natural and non-medicated solutions could moderate the growth of dermatologicals over the forecast period

Digital engagement could provide a promising avenue to improve brand perception, build communities, and educate consumers

The competitive environment is set to intensify, with rising pressure expected from beauty and personal care, as well as prescription-based offerings

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Consumer Health in the US - Industry Overview

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