



Dermatologicals in Costa Rica

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Demand remains solid amidst rising incidence of skin- and hair-related ailments
Budget-conscious consumers increasingly favour smaller pack sizes and generics
Interest in hair loss treatments continues to rise

PROSPECTS AND OPPORTUNITIES

Herbal/traditional dermatologicals likely to gain ground
Demand for haemorrhoid treatments set to remain buoyant
Use of medicated shampoos expected to become more widespread

CATEGORY DATA

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