

# **Dermatologicals in Romania**

October 2024

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# Dermatologicals in Romania - Category analysis

# **KEY DATA FINDINGS**

## 2024 DEVELOPMENTS

Slower growth for dermatologicals, as consumers prioritise essential products Medicated shampoos represents key growth driver Bayer retains lead with Canesten

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Opportunities will continue to emerge, despite market stabilisation Expected rise in demand for topical allergy and hair loss treatments Further growth for e-commerce

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