

# Dermatologicals in Austria

November 2024

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# Dermatologicals in Austria - Category analysis

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#### 2024 DEVELOPMENTS

Sales benefit from physical activity and demand to support skin and hair health Varying performance for antiparasitics/lice and topical allergy remedies Bayer retains its lead while consumers purchase goods at pharmacies

## PROSPECTS AND OPPORTUNITIES

Ongoing growth driven by hair loss treatments and topical germicidals/antiseptics

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DISCLAIMER

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