



Dermatologicals in Malaysia

September 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Year of the Dragon spurs higher birth rate, driving growth in nappy rash treatments
Haemorrhoid treatments slowly gain momentum
Topical germicidals/antiseptics benefit from high number of new product launches

PROSPECTS AND OPPORTUNITIES

Local manufacturers will become more competitive with enhanced product portfolios
Emerging number of standard shampoos aimed at preventing hair loss could pose strong competition to hair loss treatments
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Consumer Health in Malaysia - Industry Overview

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DISCLAIMER

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