



Euromonitor
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Dermatologicals in Australia

September 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Skin conditions impact the lives of a record number of survey respondents in Australia
- Back-to-school a boon for head lice, driving sales of related healthcare products
- Hair loss treatments benefits as men’s health conversations become increasingly mainstream

PROSPECTS AND OPPORTUNITIES

- Growth of nappy (diaper) rash treatments likely to be curbed by demographic factors
- Lobbying for a future national strategy towards eczema to address suboptimal treatment of the skin condition
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Consumer Health in Australia - Industry Overview

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DISCLAIMER

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