



Euromonitor
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Dermatologicals in the Philippines

September 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

High temperatures in the Philippines lead to increasing incidence of fungal skin conditions
“Taboo” products benefit from rise of e-commerce
Rise of experiential marketing, including as free trials and live streaming

PROSPECTS AND OPPORTUNITIES

Tropical climatic conditions and resurgence of travel and tourism will drive growth in dermatologicals
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