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Dermatologicals in the Netherlands

September 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Rising incidence of allergies and skin irritation fuels demand for treatments
- Growing preference for herbal and natural products
- Private labels respond with lower-priced alternatives

PROSPECTS AND OPPORTUNITIES

- Market will benefit from increasing segmentation, as players cater to different consumer needs, but taboos will remain
- Products to treat eczema will gain traction
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Consumer Health in the Netherlands - Industry Overview

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DISCLAIMER

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