



Dermatologicals in Singapore

October 2023

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Dermatologicals in Singapore - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rebound for hair loss treatments and medicated shampoos as people return to life outside the home
Antipruritics sees growth, but remains a niche, and experiences a threat from local customisable skin care brands
Private label sales slow, along with the slowdown in topical germicidals/antiseptics

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