



Dermatologicals in Indonesia

September 2023

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Dermatologicals in Indonesia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Millions of babies experience nappy rash, driving sales of treatments
Although store-based retail maintains its dominance, e-commerce continues to rise
Strengthening competition in topical germicidals/antiseptics

PROSPECTS AND OPPORTUNITIES

Continued growth expected, due partly to the weather conditions
Risk of candida auris fungus in Indonesia, which will drive sales of topical antifungals
Increasing number of uses set to drive growth for nappy (diaper) rash treatments

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