



Dermatologicals in the Philippines

September 2024

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Dermatologicals in the Philippines - Category analysis

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

Consumer preferences evolve from product types to ingredients, while hair loss becomes a key focus

E-commerce will help to boost sales of “stigmatised” products

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DISCLAIMER

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