



# Dermatologicals in India

November 2023

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## Dermatologicals in India - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Topical germicidals/antiseptics drives growth  
Category leader Emami focuses on the D2C approach  
The reliability of professionals for solving skin problems is a challenge

#### PROSPECTS AND OPPORTUNITIES

Growth expected to stabilise due to maturity of dermatologicals  
Strategic pack sizes will help counter inflation  
While store-based retail remains dominant, the ascent of e-commerce continues

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