



Euromonitor  
International

# Dermatologicals in Italy

September 2024

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## Dermatologicals in Italy - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Dermatologicals category slows down after price hikes, lacking growth drivers in the post-COVID-19 era

Early heat fuels antihistamines boom as Italians seek relief outdoors after pandemic

Stress and alopecia amongst young people drive hair loss market with minoxidil holding strong despite the rising natural trend

#### PROSPECTS AND OPPORTUNITIES

Children's dermatological products see continued decline due to progressively falling birth rates

Minoxidil and ketoconazole based products will continue to thrive as stress fuels growth in anti-dandruff and scalp care in Italy

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### DISCLAIMER

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