



# Dermatologicals in Brazil

March 2024

Table of Contents

## Dermatologicals in Brazil - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Dermatologicals sees healthy growth along with improvements in the economic scenario and lifestyles in 2023  
Demand for products designed to treat the scalp drives sales of medicated shampoos and hair loss treatments  
Competition from private label increases in nappy (diaper) rash treatments

#### PROSPECTS AND OPPORTUNITIES

Demographic dynamics may impact the demand for nappy (diaper) rash treatments in the long term  
The market potential for women's health is still little explored in Brazil  
New hair loss remedy approved by Anvisa

#### CATEGORY DATA

- Table 1 - Sales of Dermatologicals by Category: Value 2018-2023
- Table 2 - Sales of Dermatologicals by Category: % Value Growth 2018-2023
- Table 3 - NBO Company Shares of Dermatologicals: % Value 2019-2023
- Table 4 - LBN Brand Shares of Dermatologicals: % Value 2020-2023
- Table 5 - LBN Brand Shares of Hair Loss Treatments: % Value 2020-2023
- Table 6 - Forecast Sales of Dermatologicals by Category: Value 2023-2028
- Table 7 - Forecast Sales of Dermatologicals by Category: % Value Growth 2023-2028

## Consumer Health in Brazil - Industry Overview

### EXECUTIVE SUMMARY

Consumer health in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for consumer health?

### MARKET INDICATORS

- Table 8 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023
- Table 9 - Life Expectancy at Birth 2018-2023

### MARKET DATA

- Table 10 - Sales of Consumer Health by Category: Value 2018-2023
- Table 11 - Sales of Consumer Health by Category: % Value Growth 2018-2023
- Table 12 - NBO Company Shares of Consumer Health: % Value 2019-2023
- Table 13 - LBN Brand Shares of Consumer Health: % Value 2020-2023
- Table 14 - Penetration of Private Label in Consumer Health by Category: % Value 2018-2023
- Table 15 - Distribution of Consumer Health by Format: % Value 2018-2023
- Table 16 - Distribution of Consumer Health by Format and Category: % Value 2023
- Table 17 - Forecast Sales of Consumer Health by Category: Value 2023-2028
- Table 18 - Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

### APPENDIX

OTC registration and classification  
Vitamins and dietary supplements registration and classification  
Self-medication/self-care and preventive medicine  
Switches

### DISCLAIMER

## DEFINITIONS

## SOURCES

### Summary 1 - Research Sources

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/dermatologicals-in-brazil/report](http://www.euromonitor.com/dermatologicals-in-brazil/report).