



Euromonitor
International

Dermatologicals in Denmark

October 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

As awareness around skin health grows consumers show more willingness to seek treatment
GSK and Bayer retain the lead with tried and tested brands
Pharmacies dominate but more sales shift online

PROSPECTS AND OPPORTUNITIES

Bright outlook for dermatologicals as consumers invest in their health and appearance
Consumers expected to stick with tried and tested products
Lice expected to remain a growing concern

CATEGORY DATA

- Table 1 - Sales of Dermatologicals by Category: Value 2020-2025
- Table 2 - Sales of Dermatologicals by Category: % Value Growth 2020-2025
- Table 3 - NBO Company Shares of Dermatologicals: % Value 2021-2025
- Table 4 - LBN Brand Shares of Dermatologicals: % Value 2022-2025
- Table 5 - LBN Brand Shares of Hair Loss Treatments: % Value 2022-2025
- Table 6 - Forecast Sales of Dermatologicals by Category: Value 2025-2030
- Table 7 - Forecast Sales of Dermatologicals by Category: % Value Growth 2025-2030

Consumer Health in Denmark - Industry Overview

EXECUTIVE SUMMARY

Consumer Health in 2025: The big picture
Key trends in 2025
Competitive landscape
Channel developments
What next for Consumer Health?

MARKET INDICATORS

- Table 8 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025
- Table 9 - Life Expectancy at Birth 2020-2025

MARKET DATA

- Table 10 - Sales of Consumer Health by Category: Value 2020-2025
- Table 11 - Sales of Consumer Health by Category: % Value Growth 2020-2025
- Table 12 - NBO Company Shares of Consumer Health: % Value 2021-2025
- Table 13 - LBN Brand Shares of Consumer Health: % Value 2022-2025
- Table 14 - Penetration of Private Label in Consumer Health by Category: % Value 2020-2025
- Table 15 - Distribution of Consumer Health by Format: % Value 2020-2025
- Table 16 - Distribution of Consumer Health by Format and Category: % Value 2025
- Table 17 - Forecast Sales of Consumer Health by Category: Value 2025-2030
- Table 18 - Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030
- OTC registration and classification
- Vitamins and dietary supplements registration and classification
- Self-medication/self-care and preventive medicine
- Switches
- Summary 1 - OTC: Switches 2024-2025

DISCLAIMER

DEFINITIONS

SOURCES

Summary 2 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/dermatologicals-in-denmark/report.