



Euromonitor
International

Dermatologicals in Belgium

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Targeted demand drives selected growth, however, dermatologicals remains stagnant
Kenvue Belgium NV leads dermatologicals while natural and plant-based brands gain ground
Pharmacies retain the leadership as supermarkets gain momentum in dermatologicals

PROSPECTS AND OPPORTUNITIES

Vaginal antifungals and topical allergy treatment are set to perform well, however, overall growth is limited
There is expected to be an ongoing shift towards non-pharmacy channels
Natural innovation is expected to drive growth while beauty and personal care products challenge sales

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DISCLAIMER

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