



Euromonitor
International

Dermatologicals in Hungary

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Dermatologicals in Hungary - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

An increased focus on self-care drives growth in dermatologicals in 2025

Leading players strengthen their presence through targeted brand strategies and promotional efforts

Pharmacies remain dominant while retail e-commerce gains traction through price incentives

PROSPECTS AND OPPORTUNITIES

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Sustainability and prevention is expected to shape future strategy in dermatologicals

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