



**Euromonitor
International**

Dermatologicals in Turkey

October 2025

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Dermatologicals in Turkey - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Substantial increase in current value growth of dermatologicals in 2025

Bayer leads in 2025 thanks to strong brand recognition

Pharmacies continue to dominate the dermatologicals landscape

PROSPECTS AND OPPORTUNITIES

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Innovation will focus on clinically-backed formulations

Holistic approach to baby care will lead to growth of nappy (diaper) rash treatments in the coming years

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