



**Euromonitor
International**

Dermatologicals in Peru

October 2025

Table of Contents

Dermatologicals in Peru - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growth driven by price increases and a synergy with beauty and personal care

Medifarma SA remains the category leader despite institutional crisis

E-commerce gains ground but pharmacies continue to dominate sales

PROSPECTS AND OPPORTUNITIES

E-commerce set to boost awareness and help support sales growth

The trend towards Rx treatments presents a significant challenge for brands

Dermocosmetics present a significant threat to the future of dermatologicals

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 Peru - 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

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

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-peru/report.