



# Dermatologicals in Malaysia

October 2025

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## Dermatologicals in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Premiumisation in nappy (diaper) rash treatments supports growth

Actavis remains the leader as Ego Pharmaceuticals accelerates

Pharmacies continues to lead while e-commerce expands

#### PROSPECTS AND OPPORTUNITIES

Premiumisation in nappy (diaper) rash treatments to drive value growth

Local manufacturers benefit from cost-conscious consumers, while competition from standard shampoos threatens growth for hair loss treatments

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