



Euromonitor  
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# Dermatologicals in Hungary

October 2025

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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

Value growth is expected to slow amid rising consumer caution and market maturity

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### DISCLAIMER

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