



# Dermatologicals in New Zealand

November 2025

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## Dermatologicals in New Zealand - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Hair loss treatments drives dermatologicals, thanks to stress, early-onset concerns and broader consumer uptake

Multinational dominance and strategic brand shifts seen in 2025

Pharmacies retains lead, with mergers and acquisitions in Australia set to shake-up the channel in New Zealand

#### PROSPECTS AND OPPORTUNITIES

Ageing population, stress-linked conditions and shifting consumer preferences to drive growth within dermatologicals over the forecast period

Local innovation within antiparasitics/lice (head and body) treatment boasts biofluorescence breakthrough

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