



# Dermatologicals in Slovenia

October 2025

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## Dermatologicals in Slovenia - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Dermatologicals maintain a healthy performance, thanks to skin care trends and widening array of products

GSK maintains its company lead, albeit with Bayer a close competitor

Pharmacies remain popular for in-store advice

#### PROSPECTS AND OPPORTUNITIES

Strong innovations expected, albeit growth will be tempered by stagnant population dynamics and competition from skin care

New product developments will focus on targeted and personalised treatments

Link between skin microbes and emotional wellbeing will lead to “neurocosmetics”

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