



Euromonitor
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Dermatologicals in the Philippines

November 2025

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Dermatologicals in the Philippines - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Unusual heat drives demand for skin and hair treatments

Topical germicidals/antiseptics rises with active lifestyles, while players invest in experiential marketing

Self-medication remains common in rural areas - 'taboo' products benefit from e-commerce expansion

PROSPECTS AND OPPORTUNITIES

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Local brands expand into dermatological care with consumers focusing more on ingredients

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