Euromonitor International

Dermatologicals in US

September 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Challenger brands and premium innovation soften value decline
Medicated shampoos and hair loss solutions attract beauty-focused spend
Kerasal and Tubby Todd redefine self-care as beauty converges with treatment
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Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Rising beauty focus and ageing population to reshape demand patterns
Shifting consumer attitudes will boost growth or create headwinds across difference categories
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