

Global dermatologicals market offers growth potential

LONDON, GREATER LONDON, UNITED KINGDOM, UK, January 10, 2019 /EINPresswire.com/ -- The [Dermatologicals](#) market offers a wealth of opportunities for future growth, via innovations expanding the category's boundaries and several emerging segments with strong potential, according to a new report from Nicholas Hall. Cosmetic benefits are a key driver, particularly in areas such as scar reduction, acne, antifungals and lip care, with promotion of aesthetic benefits crucial; many cosmeceuticals hit this sweet spot between visible symptom relief and therapeutic effect.

"Natural" continues to be an area of high launch activity, fuelled by shifting consumer preferences. The entry of light devices (moving over from professional derma), particularly in treatment of acne, has expanded the market; as they become more affordable (though still premium) their growth will likely cannibalise traditional options. Social media influencers are key to capturing younger consumers, while ecologically-aware consumers are driving demand for cruelty-free, ethically-sourced skincare brands. Male consumers are increasingly targeted in areas such as acne, intimate care and lip care. Alternative sales channels, including online and direct selling, are ever more important for derma brands, going hand in hand with an increase in digital marketing.

Many of the top derma players are investing heavily in NPD, with this report throwing a spotlight on the innovations set to drive future growth.

The full report, *Dermatologicals: Trends, Innovations, Opportunities*, is available now. Full details can be found here: <https://nicholashall.com/report/dermatologicals2018>

For more details contact melissa.lee@NicholasHall.com

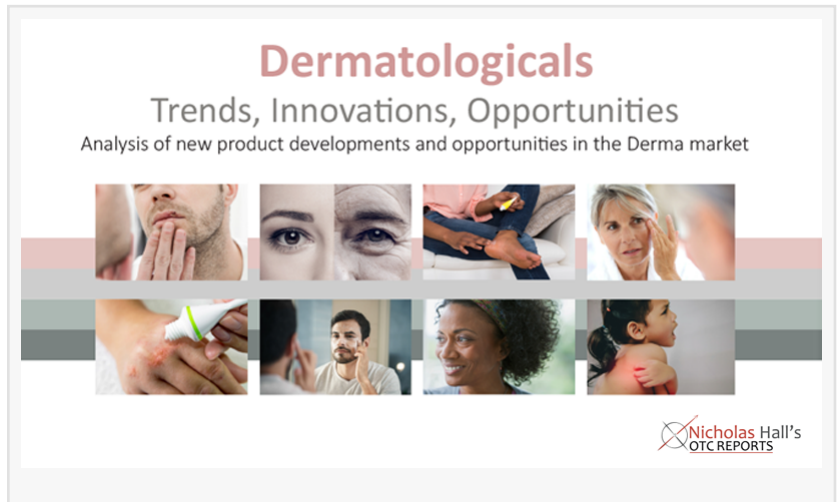
Melissa Lee
Nicholas Hall Group of Companies
+44 1702 220200

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