



REVIEW ARTICLE

Market Analysis in the Field of Dermatology: A Review

Pathak PD¹, Shah DB*², Maheshwari DG³

¹Department of Pharmaceutical Management and Regulatory Affairs, L.J Institute of Pharmacy, Ahmedabad

²Assistant Professor, Department of Pharmaceutical Management and Regulatory Affairs, L.J Institute of Pharmacy, Ahmedabad

³Head of Department, Department of Pharmaceutical Management and Regulatory Affairs, L.J Institute of Pharmacy, Ahmedabad

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ABSTRACT

The importance of skin has increased in the recent years. High range of population is willing to treat various dermatological diseases due to awareness. An increase in pollution, stress and lack of nutrition, skin disorders are increasing at a rapid pace, especially in India. This leads the companies to shift their focus more on the dermatological segment which may lead them towards good business opportunities. A long term impact in the field of Research & Development will make newer and newer innovations in the field to dermatology. Moreover, due to more consciousness in the skincare segment the market rise has occurred. The urban people are getting more exposed towards dermatologists and have their treatments done with them to assure safety and efficacy and get their desired results. They are being highly satisfied. The rural population is also getting aware about the skin conditions and is referring towards Over the Counter Cosmetic products as they are cost effective. This article focuses on the cosmetic industry mainly focusing on the dermatological market internationally as well as in India, the problems faced to market such products at a global level, leading industries, leading therapeutic segments, successful drugs in derma and issues with the dermatological drugs industry.

KEYWORDS

Dermatological Market, Market Forecast, Current Trends

INTRODUCTION

The cosmetics industry is rapidly growing due to the change in lifestyle along with the rising income of the people. The Derma market is especially rising due to eagerness of people to look good as well as having faith in the dermatological products. As per the earlier trend, the majority of the dermatological market was dominated by products pertaining to female beauty products.

By with the passage of time, the derma market is now no longer sex-driven and hence the market has brought about various new products for men as well. This has further led to the potential rise in derma market. The consumer's awareness is leading to make better products instead of sticky ointments and lotions. According to skin types and characteristics, various formulations are being prepared to meet new generations' expectations.

Dermatology

Skin, being the largest organ of the body and the first point of contact for microbes and toxins, any functional issue with it makes the people pay

***Address for Correspondence:**

Mr. Darshil B. Shah

Assistant Professor,

Department of Pharmaceutical Management and Regulatory Affairs,

L. J. Institute of Pharmacy, Ahmedabad

Gujarat, India.

E-Mail Id: darshilshah89@yahoo.com

high prices. Skin, having diversified nature, but it is the most **‘taken for granted’** organ. It contains a rich habitat of microbes which results in various dysfunctions and this is the point where dermatology steps in.

Dermatological market is very vast ranging from prescription to OTC medicines. The dermatological products are used for variety of skin conditions as such eczema, psoriasis, skin disorders, burns, fungal infections, wounds. When it comes to cosmetic dermatology, various products included are Botox, Latisse, Juvederm, and many more¹.

International Market

In past two decades, the derma market has grown by approximately 4.5% per year on an average (CAGR). The current market size of the Dermatology segments in India is approximately Rs. 1950 crores, growing rapidly at about 11%¹⁰.

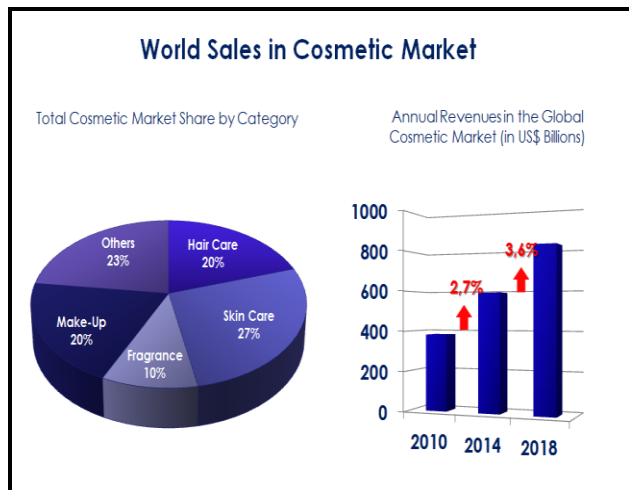


Figure 1: World sales in Cosmetic market

The above figure depicts the market share in percentage of various cosmetic sub-therapeutic segments as well as the annual revenues forecast up to 2018.

Recently, more significant cosmetic growth tool place in pharma markets is in Brazil, China, Russia, Indonesia, and Mexico with CAGRs reaching about 10-16%².

Basic treatment for various types of skin disorders are always in demand as they are cost effective. But in cosmetic dermatology, only affordable people can have it.

Of all dermatological products, anti-biotics and anti-fungals are always having their demand. Hence, they are segments with high profits.

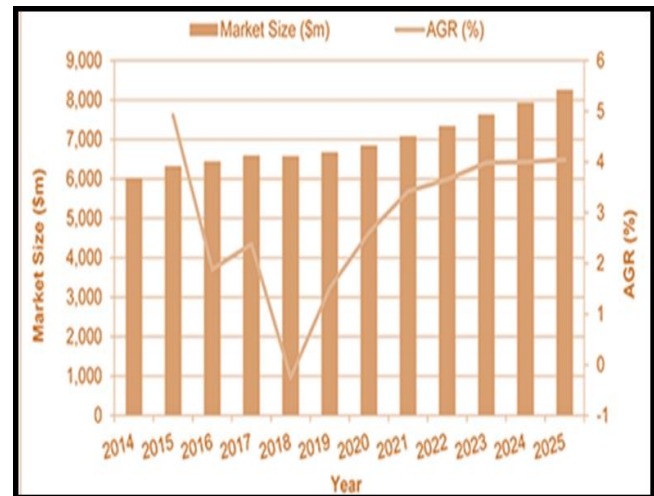


Figure 2: Drug market forecast 2014-2025

Challenges Faced to Market Cosmetics Internationally

A number of challenges are faced by the manufacturer to market cosmetics globally because of different preferences of different consumers; especially there occurs vast differences for people coming from non-western culture when compared to western culture.

Another point of concern becomes the difference in regulations among different countries. The studies, product claims, labeling and packaging requirements everything changes which increases the expenditure of the product and at the end, the product no longer remains cost effective².

Leading Companies Globally in Derma Sector

- Nycomed(Takeda)
- Allergen
- Galderma
- Valeant
- Sanofi Aventis
- Intendis
- Johnson & Johnson
- Ranbaxy
- Zydus Cadila

- Glenmark Pharma
- Lupin
- Abbvie
- Glaxosmithkline
- LEO Pharma

Successful Drugs in Global Market

- Benzaclin
- Differin
- Retin A
- Humira
- Enbrel
- Stelara
- Cubicin
- Zyvox
- Claravis
- Epiduo
- Bepanthen
- Protopic

Top Sub Therapeutic Segments

- Topical corticosteroids
- Emollients and protectives
- Anti-fungals
- Topical anti – infectives
- Antiseptics
- Anti-acne products

Innovation, Trends and Possibilities

The Research & Development departments are mainly focusing on:

- Acne pipeline drugs
- Dermatitis pipeline drugs
- Psoriasis pipeline drugs
- Skin infections pipeline drugs
- Other progress in dermatology

Top Five Pharma Companies in India

- GSK
- Glenmark
- Ranbaxy
- Abbott
- Win Medicare

Successful Brands in India

- Betnovate
- Candid
- Suncros³

Fastest Growing Sector

- Anti-ageing
- Fairness creams⁴

Current Trends in Dermatology Sector

Laser Technology

It had a promising trend and dominated the market in 2014. The best way to lighten, brighten and rejuvenate skin was laser facial with Q-switched Nd: YAG and Laser Hair Removal with diode laser became the latest among Indian cosmetic giving painless hair removal properties.

Non-surgical Face-lift

High intensity focused ultrasound (HIFU) gave instant face lift and skin tightening properties.

Advantages are:

- Non-invasiveness
- Minimal complications
- Very less time is consumed when compared with surgery
- Minimize chances of pigmentation post-procedure.
- Cryopolysis is most widely used procedure.

Skin Lightening

Over last two years the urge for skin lightening has increased four folds in India.

Glutathione, an anti-oxidant remained most demanding skin lightening agent in the Asian market 2014 which was made available in the form of tablets, injections, lightening creams, etc.

Platelet Rich Plasma (PRP)/ Vampire Facelift

Helps collage stimulation. It is now done in every cosmetic clinic. Mostly it has attracted the age groups of 30 years or more.

Now, hyaluronic acid fillers are added to it to get a double boost in the treatment of wrinkles and overall rejuvenation.

Teledermatology

Webinars, mails, emails, internet calling, etc. have groomed to provide convenience of location, cost and people to the people.

Diagnostics

Ultra-violet light scanning, polarized microscopy and ultra light scanning are being widely used instead of biopsies to diagnose skin conditions which are not visible with naked eyes.

Cosmeceuticals

Use of stem cell extracts in creams; use of anti-oxidants such as vitamin C, marine extracts, silicium extract, caviar extracts, ubiquinone, etc. has increased apart from modifications in delivery of various cosmetics.

Do-it yourself

Devices have been made for at-home usage such as micro-dermabrasion machines, laser hair removal devices, and chemical peel kits. They are cost effective and convenient to use.

Demographic Analysis of India

Prevalence of psoriasis is more in males in India which ranges from 0.44 to 2.8%.

30% Children are suffering from Eczema and skin allergies. Moreover, 50.6% of boys and 38.13% of girls of the age group 12-17 suffer from acne in India⁵.

India has 6000 registered dermatologists and they are growing in popularity and are well respected internationally also. The demand for

dermatologists is higher in urban areas where women have higher income and education levels.

The demand of beauty products is rising among Indian customers⁶.

Issues Affecting the Dermatological Drugs Industry

- Increasing demand for dermatological drugs due to demographic trends.
- A strong Research & Development pipeline
- Patent expiry and generic competition
- Growth areas such as skin infections, onchomycosis and melanoma
- Advances in topical drug delivery
- Personalized dermatology and genomics
- Pricing and reimbursement pressures created by government cost-cutting initiatives.
- Patient compliance and the advances in topical drug delivery
- Consolidation among players in the market
- The changing socio-economic conditions impacting dermatological drug demand^{4,7}.

A Futuristic View

The trend on dermatological market in India will continue with about 20 percent growth rate. Cosmetic dermatology will be the driving sector. Lupin and Piramal are working in the area of psoriasis and cosmeceutical applications of drugs. Also in the field of aging and hyper-pigmentation, there is a high potential.

Hence, the Indian dermatological market has a high prospective in the fields such as psoriasis, eczema, hair nutrition, facial upliftment, peels and fillers. Painless dermatological products will become main aim³.

CONCLUSION

The development in technology and latest upcoming trends have instilled in the minds of people to appear more presentable. There was not much scope for derma market earlier and it was limited only till the products for skin diseases, but with the introduction of a variety of

cosmetics and the constant urge among both the genders to look good and keep upgrading their personalities, the derma market has shown a tremendous rise in the past few decades. This has given the various pharma companies to show growth in the derma sector and has influenced them to introduce new products and technologies and invest confidentially in the dermatological market. Hence, Indian Dermatology Market will set to triplicate in 2015 and will be on the top position⁸. Also, many pharma giants are targeting Indian Derma-Cosmetic Brands.

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