

Objective

To do market due diligence of dermatology section Emollients, Keratolytics and Demelenizing agent so as to launch their own segment in market.

Findings

Segment	MAT 03/2016 Rs. Crore	Growth	Total Unit
Dermatology	6,891	17.99%	1,358,346,351
Emollients	718	17.12%	81,240,749
Kreateolytics	1075	39.60%	255,542,193
Demelenizing agents	447	5.81%	39,523,858

Methodology

Type of study - Descriptive Study

Sampling - Judgmental Non Probability

Secondary Data - IMS

EMOLLIENTS

Emollients are bland oily substances which sooth and soften skin. They form an occlusive film over the skin.

KERATOLYTICS

Keratolytics dissolve the intercellular substance in the horny layer of skin.

DEMELENIZING AGENTS

They lighten hyper pigmented patches on skin.

