

International Dermatologists Barometer (wave 7 - 2025) – LDB brand claim report for
Great Britain

Parameters of the study

Number of dermatologists ⁽³⁾	786	Fieldwork start date	06/01/2025
Sample	78	Fieldwork end date	25/04/2025
Margin of error	+/- 11%	Channel	Online

Study managed by AplusA

Claim « La Roche Posay #1 recommended »

	% of physicians	Rank ⁽²⁾	Claim validation ⁽¹⁾
La Roche Posay	32% ⁽⁴⁾	1	Validated
CeraVe	15% ⁽⁴⁾	2 ex.	Not validated
Eucerin	6% ⁽⁴⁾	2 ex.	Not validated

Notes:

- (1) Claim is considered validated if La Roche Posay is the only brand #1 (1 ex. leads to a non validation)
- (2) The rank is based on a statistical analysis validating significant differences between La Roche Posay rank and competitors. Physician could answer "other brands" in prompted questions (without specifying the name). If the percentage of recommendation of "other brands" is greater than the percentage of recommendation of La Roche Posay, then the rank is not displayed
- (3) Based on AplusA and/or official sources
- (4) Based on spontaneous recommendation