

## **Paediatric Consumer Health in Serbia**

Market Direction | 2022-09-26 | 21 pages | Euromonitor

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### **Report description:**

All significant categories except paediatric digestive remedies and paediatric dermatologicals are expected to see positive retail volume growth over 2022. The growth in sales of paediatric consumer health is mainly driven by parents looking for effective treatments for their offspring. The return to more active and outdoor lifestyles as the pandemic eases, including the resumption of classroom teaching and out-of-home activities, has increased the incidence of ailments, not least coughs, colds...

Euromonitor International's Paediatric Consumer Health in Serbia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Nappy (Diaper) Rash Treatments, Paediatric Analgesics, Paediatric Cough, Cold and Allergy Remedies, Paediatric Dermatologicals, Paediatric Digestive Remedies, Paediatric Vitamins and Dietary Supplements.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Paediatric Consumer Health market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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Trickle down of adult trends boosts the use of paediatric analgesics

Parents are less likely to trade down when purchasing paediatric remedies

##### PROSPECTS AND OPPORTUNITIES

Return to pre-pandemic lifestyles to increase the demand for paediatric remedies and foster company investment

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