

Paediatric Consumer Health in Tunisia

Market Direction | 2022-09-26 | 20 pages | Euromonitor

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Report description:

Increased consumer awareness of paediatric consumer health products contributed to the category's value growth in 2022. More parents are willing to invest in the care and wellbeing of their children, especially those in urban areas. However, despite the positive growth recorded in value terms, the category experienced volume decline in 2022. According to chemists and pharmacists in Tunisia, the main reason behind the volume decline was fewer visits to paediatric doctors due to the COVID-19 pandemic.

Euromonitor International's Paediatric Consumer Health in Tunisia 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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Euromonitor International
September 2022

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Nappy (diaper) rash treatments records strong growth

Chemists/pharmacies remains the main channel due to parents' trust in the products these stores sell

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