

Paediatric Consumer Health in Bulgaria

Market Direction | 2023-10-05 | 24 pages | Euromonitor

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Report description:

Parental preference for child-specific consumer health products is a progressively growing trend in Bulgaria, reflecting a strong desire for products tailored to the unique needs and sensitivities of children, in contrast to the more traditional approach of prescribing children smaller doses of medicines meant for adults. This focus on paediatric care has contributed to the growing demand for child-specific health products in Bulgaria.

Euromonitor International's Paediatric Consumer Health in Bulgaria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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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