

Paediatric Consumer Health in Sweden

Market Direction | 2023-10-03 | 24 pages | Euromonitor

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Report description:

Paediatric consumer health remains a minor part of total consumer health in Sweden. The key reasons for this low share include the fact that children are usually treated with general products (suitable for adults and children) with the appropriate dosage, as well as the slight decline in the national birth rate. Moreover, the fact that older demographics are growing relatively strongly is helping to make adult segments more attractive to manufacturers. While this has been partially offset by the...

Euromonitor International's Paediatric Consumer Health in Sweden 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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Euromonitor International
October 2023

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Focus on preventative health leads to further growth for vitamins and dietary supplements

E-commerce grows in importance

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Self-medication/self-care and preventive medicine

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