

Paediatric Consumer Health in Mexico

Market Direction | 2023-10-10 | 27 pages | Euromonitor

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Report description:

Amid a sixth wave of COVID-19 in early 2023, coinciding with the typical flu and cold season in Mexico, schools emerged as hotspots for disease transmission. The resulting discomfort in children and parents' heightened concern for their wellbeing led to a surge in sales of paediatric analgesics and paediatric cough/cold remedies. Additionally, the winter season is still looming, with the National Weather Service anticipating a lengthier cold front from September through to May 2024.

Euromonitor International's Paediatric Consumer Health in Mexico 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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PAEDIATRIC CONSUMER HEALTH IN MEXICO

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Trust in brands and retailers is fundamental for parents when buying paediatric consumer health products

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Self-medication/self-care and preventive medicine

Switches

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