

## **Paediatric Consumer Health in South Africa**

Market Direction | 2023-10-20 | 24 pages | Euromonitor

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### **Report description:**

Despite the tough economic landscape in South Africa and the cost of living crisis in the country consumers continue to purchase paediatric consumer health products. During the review period, consumers cut down on discretionary spending and were even willing to compromise on food quality. However, they were unwilling to compromise on paediatric consumer health products. This is because parents often stick to products that they know will work for their children, and only switch between paediatric...

Euromonitor International's Paediatric Consumer Health in South Africa 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  
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