

Paediatric Consumer Health in Malaysia

Market Direction | 2023-10-19 | 27 pages | Euromonitor

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Report description:

Despite the fact that fears surrounding COVID-19 had largely subsided by 2023, many parents remained concerned about their children's health, and as such, showed a willingness to invest in preventative health solutions. For example, paediatric vitamins and dietary supplements which had an immune system positioning continue to thrive in 2023, thanks to their widening distribution across leading pharmacies.

Euromonitor International's Paediatric Consumer Health in Malaysia 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 vitamins and dietary supplements continue to enjoy solid growth as parents prioritise children's preventative health

Paediatric vitamins and dietary supplements evolve in line with changing lifestyles

Products to support cognitive development gain traction

PROSPECTS AND OPPORTUNITIES

Robust growth expected for paediatric vitamins and dietary supplements, with brands sold in bricks-and-mortar retailers leading the way

Strong potential for products that can support academic performance

Expansion of pharmacy network will be key driver of growth, but e-commerce will grow in importance

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Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

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