

Paediatric Consumer Health in Germany

Market Direction | 2023-12-14 | 25 pages | Euromonitor

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Report description:

Having already recorded very dynamic growth in 2022, paediatric cold, cough and allergy remedies continued to register the strongest growth in paediatric consumer health in Germany in 2023, albeit at a much more modest pace. This strong performance in 2023 was thanks to the still high demand that was seen in the first part of 2023, when consumers in Germany continued to suffer from an unusually high number of upper respiratory infections due to the high circulation levels of flu and SVR viruses.

Euromonitor International's Paediatric Consumer Health in Germany 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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