

Paediatric Consumer Health in Nigeria

Market Direction | 2024-01-12 | 24 pages | Euromonitor

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Report description:

Sales of paediatric consumer health products are driven by parents being inclined to invest more to secure the best medication for their children, especially for infants. In this context, imported brands hold greater appeal as they are often perceived to offer superior quality and efficacy. Nevertheless, certain local brands have established a significant presence in the paediatric sector, primarily targeting consumers with lower income profiles.

Euromonitor International's Paediatric Consumer Health in Nigeria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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

January 2024

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