

## **Paediatric Consumer Health in Brazil**

Market Direction | 2024-03-18 | 30 pages | Euromonitor

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### **Report description:**

Paediatric consumer health is poised for solid growth in current value terms in Brazil in 2023, maintaining a rate of increase similar to that observed in 2022. While in 2022, in-person schooling exposed children to colds and flu, in 2023, another significant driver of consumption in the category has emerged: cases of arboviruses (dengue, zika, and chikungunya). Dengue cases, in particular, have captured widespread attention in Brazil. Presently, the probable cases of these diseases have surpass...

Euromonitor International's Paediatric Consumer Health in Brazil 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International  
March 2024

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Anvisa bans melatonin supplements for irregular advertising

Nappy (diaper) rash treatments accounts for more than half of sales in paediatric consumer health, and brand credibility remains crucial

##### PROSPECTS AND OPPORTUNITIES

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