

## **Paediatric Consumer Health in the United Kingdom**

Market Direction | 2024-09-18 | 28 pages | Euromonitor

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### **Report description:**

According to the UK government, there have been lower illness rates from the cold and flu season between 2023 and 2024. This is due to greater immunity compared to immediately after the pandemic, following prolonged isolation for much of the population. This trend has resulted in declining volume sales of paediatric ibuprofen. On the other hand, demand for nappy (diaper) rash treatments is declining because the birth rate in the UK continues to fall.

Euromonitor International's Paediatric Consumer Health in United Kingdom 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  
September 2024

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