

## **Paediatric Consumer Health in Australia**

Market Direction | 2024-09-26 | 27 pages | Euromonitor

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### **Report description:**

While liquid acetaminophen quantities and packaging in Australia are not affected by the decision of the Therapeutic Goods Administration (TGA) to reduce the maximum size of packs for various acetaminophen products, the move has impacted chewable tablet formats. Announced by the TGA in May 2023, the new restrictions on acetaminophen include: reducing the maximum size of packs available for general sale (such as through supermarkets and convenience stores) from 20 to 16 tablets/capsules; reducing...

Euromonitor International's Paediatric Consumer Health in Australia 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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Paediatric Consumer Health in Australia  
Euromonitor International  
September 2024

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PAEDIATRIC CONSUMER HEALTH IN AUSTRALIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Paediatric acetaminophen tablets subject to pack size reductions per channel  
Taste Bubs helps parents to introduce common allergens to infants to reduce the risk of developing life-threatening food allergies  
Subdued birth rates slow sales of nappy (diaper) rash treatments

PROSPECTS AND OPPORTUNITIES

The "world's allergy capital" likely to feel ramifications of allergic disease and associated conditions over forecast period and beyond  
Paediatric medications and related categories targeting children to be subject to continual reviews over forecast period  
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