

Paediatric Consumer Health in Greece

Market Direction | 2024-09-23 | 23 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

Report description:

Paediatric consumer health in Greece is under pressure amid a downward trajectory in birth rates. Strong retail current value growth is anticipated in almost all significant categories over 2024. However, this is largely due to price rises, as retail volume sales are expected to fall in many categories. Over 2024, declines in retail volume sales of paediatric cough/cold remedies and paediatric analgesics are underpinned by a very mild winter in 2023-2024. This resulted in reduced incidences of t...

Euromonitor International's Paediatric Consumer Health in Greece 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Paediatric Consumer Health in Greece
Euromonitor International
September 2024

List Of Contents And Tables

PAEDIATRIC CONSUMER HEALTH IN GREECE

KEY DATA FINDINGS

2024 DEVELOPMENTS

Mild winter in 2023-2024 undermines the demand for paediatric cough/cold remedies and analgesics
Health professionals steer parents away from paediatric laxatives
Limited availability of OTC products affects performance

PROSPECTS AND OPPORTUNITIES

Paediatric consumer health to see shift to herbal/traditional products
Legal restrictions and consumer preferences to limit e-commerce's prospects
Falling birth rates to hamper retail volume growth

CATEGORY DATA

Table 1 Sales of Paediatric Consumer Health by Category: Value 2019-2024
Table 2 Sales of Paediatric Consumer Health by Category: % Value Growth 2019-2024
Table 3 NBO Company Shares of Paediatric Consumer Health: % Value 2020-2024
Table 4 LBN Brand Shares of Paediatric Consumer Health: % Value 2021-2024
Table 5 Forecast Sales of Paediatric Consumer Health by Category: Value 2024-2029
Table 6 Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2024-2029

CONSUMER HEALTH IN GREECE

EXECUTIVE SUMMARY

Consumer health in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for consumer health?

MARKET INDICATORS

Table 7 Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024
Table 8 Life Expectancy at Birth 2019-2024

MARKET DATA

Table 9 Sales of Consumer Health by Category: Value 2019-2024
Table 10 Sales of Consumer Health by Category: % Value Growth 2019-2024
Table 11 NBO Company Shares of Consumer Health: % Value 2020-2024
Table 12 LBN Brand Shares of Consumer Health: % Value 2021-2024
Table 13 Penetration of Private Label in Consumer Health by Category: % Value 2019-2024
Table 14 Distribution of Consumer Health by Format: % Value 2019-2024
Table 15 Distribution of Consumer Health by Format and Category: % Value 2024
Table 16 □Forecast Sales of Consumer Health by Category: Value 2024-2029
Table 17 □Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

APPENDIX

OTC registration and classification
Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Paediatric Consumer Health in Greece

Market Direction | 2024-09-23 | 23 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-13"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com