

## **Paediatric Consumer Health in Malaysia**

Market Direction | 2024-09-23 | 27 pages | Euromonitor

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### **Report description:**

Paediatric vitamins and dietary supplements is set to continue as the star performer in paediatric consumer health in Malaysia in 2024. Parents show an ongoing concern for their children's health and as such, show a willingness to invest in preventative health solutions. As a result, manufacturers are introducing a diverse range of innovative products designed to key health concerns, such as immunity enhancement and respiratory health.

Euromonitor International's Paediatric Consumer Health in Malaysia 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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Vitamins and dietary supplements registration and classification

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