

## **Paediatric Consumer Health in Portugal**

Market Direction | 2024-09-27 | 24 pages | Euromonitor

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### **Report description:**

Paediatric consumer health is a small category in Portugal with parents/guardians generally preferring to buy products on prescription. The supply of OTC paediatric medicines is also limited with most only available on prescription. Portuguese parents/guardians perceive there to be a higher risk when it comes to their children and will therefore typically prefer to go to the doctor and get a prescription rather than self-medicating. Additionally, declining birth rates and a decreasing population...

Euromonitor International's Paediatric Consumer Health in Portugal 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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