

Paediatric Consumer Health in South Africa

Market Direction | 2024-10-10 | 24 pages | Euromonitor

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Report description:

Demand for paediatric consumer health in South Africa continues to grow in 2024, driven by the highest value categories of cough, cold and allergy remedies, vitamins and dietary supplements, and digestive remedies. Despite ongoing inflationary pressures in the country, which continue to push up unit prices, and where many local consumers remain under significant financial strain, thereby forcing them to prioritise their spending, they continue to focus on the wellbeing of their children.

Euromonitor International's Paediatric Consumer Health in South Africa 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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Table of Contents:

Paediatric Consumer Health in South Africa
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List Of Contents And Tables

PAEDIATRIC CONSUMER HEALTH IN SOUTH AFRICA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Willingness to spend on paediatric consumer health despite inflationary pressures

Nappy (diaper) rash treatments remains a stable category despite falling birth rate

Brand loyalty is notable in paediatric consumer health products

PROSPECTS AND OPPORTUNITIES

Paediatric consumer health to benefit from parents having dedicated budget for their children's needs

Immune support to drive strong performance predicted for paediatric vitamins and dietary supplements

Omnichannel approach to sales likely to prevail

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 SOUTH AFRICA

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

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Self-medication/self-care and preventive medicine

Switches

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DEFINITIONS

SOURCES

Summary 1 Research Sources

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