

Paediatric Consumer Health in North Macedonia

Market Direction | 2024-10-16 | 21 pages | Euromonitor

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Report description:

Despite slowing birth rates in North Macedonia, paediatric consumer health has performed reasonably well in 2024, with overall current value growth remaining strong and all categories expanding in volume terms. Sales continue to be buoyed by rising health-consciousness, which is making parents more confident about self-medicating their children. Moreover, together with advice from doctors and pharmacists, the same factor means consumers increasingly recognise that aside from being safer than giv...

Euromonitor International's Paediatric Consumer Health in North Macedonia 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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