

## **Paediatric Consumer Health in Austria**

Market Direction | 2024-11-21 | 26 pages | Euromonitor

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### **Report description:**

Paediatric consumer health recorded retail value sales growth in 2024, with mixed results for volume, depending on the product area. Paediatric cough/cold medications decreased in demand, with consumers reverting back to home remedies and/or doctor-prescribed products for more severe cases. However, areas such as digestive remedies recorded strong growth. These products benefitted from children eating out more, while levels of stress also contributed to an increase in diarrhoeal diseases. Furthe...

Euromonitor International's Paediatric Consumer Health in Austria 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  
November 2024

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Positive retail value growth with varying volume growth across different areas  
Apomedica maintains its lead, being a trusted domestic player  
Demand for medicine challenged as consumers seek mild options

**PROSPECTS AND OPPORTUNITIES**

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