



Paediatric Consumer Health in Belgium

September 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Mixed results for paediatric consumer health as life returns to relative normality in Belgium
The ongoing reluctance to self-medicate children and the rising issue of product shortages limits sales
Janssen-Cilag and Boots Healthcare fight for the lead in paediatric consumer health

PROSPECTS AND OPPORTUNITIES

Although not a priority for manufacturers, paediatric consumer health likely to be further affected by supply shortages
Natural products likely to find favour among health conscious parents and guardians
Negative perceptions could harm sales of paediatric ibuprofen and aspirin but there remains promising potential for laxatives and cough, cold and allergy remedies

CATEGORY DATA

Table 1 - Sales of Paediatric Consumer Health by Category: Value 2018-2023
Table 2 - Sales of Paediatric Consumer Health by Category: % Value Growth 2018-2023
Table 3 - NBO Company Shares of Paediatric Consumer Health: % Value 2019-2023
Table 4 - LBN Brand Shares of Paediatric Consumer Health: % Value 2020-2023
Table 5 - Forecast Sales of Paediatric Consumer Health by Category: Value 2023-2028
Table 6 - Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2023-2028

Consumer Health in Belgium - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for consumer health?

MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023
Table 8 - Life Expectancy at Birth 2018-2023

MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2018-2023
Table 10 - Sales of Consumer Health by Category: % Value Growth 2018-2023
Table 11 - NBO Company Shares of Consumer Health: % Value 2019-2023
Table 12 - LBN Brand Shares of Consumer Health: % Value 2020-2023
Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2018-2023
Table 14 - Distribution of Consumer Health by Format: % Value 2018-2023
Table 15 - Distribution of Consumer Health by Format and Category: % Value 2023
Table 16 - Forecast Sales of Consumer Health by Category: Value 2023-2028
Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX

OTC registration and classification
Vitamins and dietary supplements registration and classification
Self-medication/self-care and preventive medicine
Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 - Research Sources

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