

# Paediatric Consumer Health in Poland

September 2023

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## Paediatric Consumer Health in Poland - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Improved performance in 2023, assisted by return to pre-pandemic lifestyles  
Paediatric medicines are no longer a niche  
Trend towards variants for infants under one year old, driven by social pressures

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### DISCLAIMER

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