

# Paediatric Consumer Health in Italy

September 2023

Table of Contents

## Paediatric Consumer Health in Italy - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Paediatric analgesics set to benefit from another tough flu season in 2023/2024

Sales of paediatric cough/cold remedies boosted by the demand for pharyngeal preparations

Paediatric vitamins and dietary supplements continues to benefit from the demand of paediatric probiotics

#### PROSPECTS AND OPPORTUNITIES

Paediatric vitamins and dietary supplements set to see new product launches and to drive growth

Sales of paediatric analgesics and paediatric cold/cough remedies set to be impacted by children restoring their immunity levels

Falling birth rates expected to curb demand for nappy (diaper) rash treatments

#### 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 Italy - 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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