

Paediatric Consumer Health in Italy

September 2023

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Paediatric Consumer Health in Italy - Category analysis

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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

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