



# Paediatric Consumer Health in Australia

September 2023

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## Paediatric Consumer Health in Australia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Steady growth for paediatric OTC products as vaccination rates for children decline  
Paediatric analgesics and cough/cold remedies suffer from supply shortages  
Parental concern about children's health prompts spending on vitamins and dietary supplements

#### PROSPECTS AND OPPORTUNITIES

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### DISCLAIMER

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