

Paediatric Consumer Health in Austria

October 2023

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Paediatric Consumer Health in Austria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for paediatric consumer health in decline as consumers seek "safer" options

Lack of trust in paediatric consumer health continues to limit demand

Return to pre-pandemic lifestyles triggers digestive complaints

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Consumers likely to continue putting their faith in pharmacies when it comes to their children's health

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