



# Paediatric Consumer Health in Kazakhstan

September 2023

Table of Contents

## Paediatric Consumer Health in Kazakhstan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rising children's population and heightened health awareness underpin momentum

The share of herbal preparations is growing in cough medicines

Unwillingness to experiment favours known multinational brands

#### PROSPECTS AND OPPORTUNITIES

Parents are less likely to self-medicate for children's health problems

High effectiveness in convenient tasty syrups offers growth potential

Quality matters

#### 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 - Forecast Sales of Paediatric Consumer Health by Category: Value 2023-2028

Table 4 - Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2023-2028

## Consumer Health in Kazakhstan - 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 5 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 6 - Life Expectancy at Birth 2018-2023

### MARKET DATA

Table 7 - Sales of Consumer Health by Category: Value 2018-2023

Table 8 - Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 9 - NBO Company Shares of Consumer Health: % Value 2019-2023

Table 10 - LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 11 - Distribution of Consumer Health by Format: % Value 2018-2023

Table 12 - Distribution of Consumer Health by Format and Category: % Value 2023

Table 13 - Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 14 - 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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