



Paediatric Consumer Health in Lithuania

October 2023

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Paediatric Consumer Health in Lithuania - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Seasonal colds and flus boost sales in paediatric consumer health
Diaper rash sales are limited due to low birth rates during the pandemic
Nurofen is in high demand, boosting sales of paediatric analgesics

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Parents ensure they have the budget to spend on paediatric goods
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DISCLAIMER

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