

Paediatric Consumer Health in India

November 2023

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Paediatric Consumer Health in India - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Parents' concern about their children's nutrition fuels demand
Expanding product reach beyond urban areas is still a challenge
Return of mobility drives growth for nappy (diaper) rash treatments

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Natural claims offer high potential for paediatric vitamins and dietary supplements
Novel supplement formats likely to see increased adoption
With positive outlook, companies launch products and offer different features

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