

# Paediatric Consumer Health in Sweden

October 2023

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### 2023 DEVELOPMENTS

Sales suffer from further decline in national birth rate and widespread use of adult products

Focus on preventative health leads to further growth for vitamins and dietary supplements

E-commerce grows in importance

### PROSPECTS AND OPPORTUNITIES

Only modest growth expected, as tight budgets lead parents to eschew child-specific products

Market will remain consolidated, as key players attempt to build share through further segmentation

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