

# Paediatric Consumer Health in Romania

September 2023

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## Paediatric Consumer Health in Romania - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Growing awareness of children's nutritional requirements  
Return to familiar children's lifestyles boosts circulation of viruses  
E-commerce continues to gain share

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Relatively consolidated category, as parents trust established brands  
Birth rate expected to see upturn  
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### DISCLAIMER

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