

# Paediatric Consumer Health in Algeria

September 2023

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## Paediatric Consumer Health in Algeria - Category analysis

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#### 2023 DEVELOPMENTS

Increasing population of 0-12 supports volume growth  
Pharmacies remain the most popular retail channel in 2023  
Domestically produced brands continue to gain ground

#### PROSPECTS AND OPPORTUNITIES

Nappy (diaper) rash treatments continues to benefit from loyal consumer base  
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Increasing visibility of paediatric consumer health products will support growth

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