

# Paediatric Consumer Health in Belgium

September 2023

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Mixed results for paediatric consumer health as life returns to relative normality in Belgium  
The ongoing reluctance to self-medicate children and the rising issue of product shortages limits sales  
Janssen-Cilag and Boots Healthcare fight for the lead in paediatric consumer health

### PROSPECTS AND OPPORTUNITIES

Although not a priority for manufacturers, paediatric consumer health likely to be further affected by supply shortages  
Natural products likely to find favour among health conscious parents and guardians  
Negative perceptions could harm sales of paediatric ibuprofen and aspirin but there remains promising potential for laxatives and cough, cold and allergy remedies

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### DISCLAIMER

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