

# Paediatric Consumer Health in Austria

October 2023

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Demand for paediatric consumer health in decline as consumers seek “safer” options

Lack of trust in paediatric consumer health continues to limit demand

Return to pre-pandemic lifestyles triggers digestive complaints

### PROSPECTS AND OPPORTUNITIES

Paediatric consumer health unlikely to see significant growth

Consolidated competitive landscape unlikely to see much movement

Consumers likely to continue putting their faith in pharmacies when it comes to their children's health

### CATEGORY DATA

Table 1 - Sales of Paediatric Consumer Health by Category: Value 2018-2023

Table 2 - Sales of Paediatric Consumer Health by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Paediatric Consumer Health: % Value 2019-2023

Table 4 - LBN Brand Shares of Paediatric Consumer Health: % Value 2020-2023

Table 5 - Forecast Sales of Paediatric Consumer Health by Category: Value 2023-2028

Table 6 - Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2023-2028

## Consumer Health in Austria - Industry Overview

### EXECUTIVE SUMMARY

Consumer health in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer health?

### MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 8 - Life Expectancy at Birth 2018-2023

### MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2018-2023

Table 10 - Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 11 - NBO Company Shares of Consumer Health: % Value 2019-2023

Table 12 - LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2018-2023

Table 14 - Distribution of Consumer Health by Format: % Value 2018-2023

Table 15 - Distribution of Consumer Health by Format and Category: % Value 2023

Table 16 - Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

### APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

Summary 1 - OTC: Switches 2022-2023

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## DEFINITIONS

## SOURCES

### Summary 2 - Research Sources

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