

Paediatric Consumer Health in Portugal

September 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growing demand for paediatric consumer health despite declining birth rates

Paediatric cough/cold remedies thriving

Sales of paediatric vitamins and dietary supplements decline as COVID-19 fears subside

PROSPECTS AND OPPORTUNITIES

Declining birth rates likely to have a negative impact on demand

Sales of paediatric cough/cold remedies set to drop as children rebuild their immunity levels

Rising incidence of skin problems set to create demand for paediatric dermatologicals

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 Portugal - 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

DISCLAIMER

DEFINITIONS

SOURCES

Summary 2 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/paediatric-consumer-health-in-portugal/report.