

Paediatric Consumer Health in Saudi Arabia

September 2023

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Paediatric Consumer Health in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Weaker immunity drives continued growth in demand

Parents look to maintain their children's health through preventive products

SPIMACO extends its lead in paediatric consumer health

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Demand expected across paediatric consumer health as parental concern rises

Localising production will also contribute to growth

Pharmacies will continue to lead distribution, despite competition from e-commerce

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MARKET DATA

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DISCLAIMER

DEFINITIONS

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