

Paediatric Consumer Health in India

November 2023

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Paediatric Consumer Health in India - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Parents' concern about their children's nutrition fuels demand

Expanding product reach beyond urban areas is still a challenge

Return of mobility drives growth for nappy (diaper) rash treatments

PROSPECTS AND OPPORTUNITIES

Natural claims offer high potential for paediatric vitamins and dietary supplements

Novel supplement formats likely to see increased adoption

With positive outlook, companies launch products and offer different features

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MARKET DATA

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DISCLAIMER

DEFINITIONS

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