

# Paediatric Consumer Health in Sweden

October 2023

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## Paediatric Consumer Health in Sweden - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Sales suffer from further decline in national birth rate and widespread use of adult products Focus on preventative health leads to further growth for vitamins and dietary supplements E-commerce grows in importance

### PROSPECTS AND OPPORTUNITIES

Only modest growth expected, as tight budgets lead parents to eschew child-specific products

Market will remain consolidated, as key players attempt to build share through further segmentation

Solid growth for e-commerce

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