

# Paediatric Consumer Health in Turkey

October 2023

**Table of Contents** 

# Paediatric Consumer Health in Turkey - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Robust interest in paediatric consumer health Natural remedies continue to benefit from a safer image Players continue to diversify their portfolios

#### PROSPECTS AND OPPORTUNITIES

Demand for paediatric vitamins and dietary supplements to grow Trend towards natural products to gain momentum in paediatric dermatologicals Players to leverage growing willingness to spend on paediatric consumer 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 Turkey - 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 2018-2023Table 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 - Distribution of Consumer Health by Format: % Value 2018-2023
Table 14 - Distribution of Consumer Health by Format and Category: % Value 2023
Table 15 - Forecast Sales of Consumer Health by Category: Value 2023-2028
Table 16 - 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

#### DISCLAIMER

# DEFINITIONS

# 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-turkey/report.