

Paediatric Consumer Health in Pakistan

October 2023

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Paediatric Consumer Health in Pakistan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

High birth rate and rising health awareness supports growth Foreign multinationals benefit from consumer trust Vitamins and dietary supplements strongest performer

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Lack of paediatric consumer health products continues to limit development Cough and cold remedies continues to benefit from loyal consumer base Shift towards natural products over forecast period

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DISCLAIMER

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