

Paediatric Consumer Health in Peru

October 2023

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Paediatric Consumer Health in Peru - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Trend for probiotics in dietary supplements influences products for children Sanofi pulls leading brand Kiddi Pharmaton from the market Return to face-to-face school classes and out-of-home activities drive growth for OTC brands

PROSPECTS AND OPPORTUNITIES

Innovation in formats expected to continue and boost ongoing growth Economic uncertainties may suppress potential growth, but will benefit cheaper options Doctors' recommendations will continue to be key for children's medicines

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Consumer Health in Peru - Industry Overview

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MARKET DATA

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DISCLAIMER

DEFINITIONS

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