

Paediatric Consumer Health in New Zealand

October 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Growing demand for paediatric analgesics and cough and cold remedies, on the back of severe influenza season

Vitamins and dietary supplements for children grow in importance

Competitive landscape remains static amid high demand for paediatric OTC medication

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Static performance for paediatric consumer health, although vitamins and dietary supplements will buck the general trend

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