

# Paediatric Consumer Health in South Africa

October 2023

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#### 2023 DEVELOPMENTS

Consumers are brand loyal when it comes to paediatric consumer health  
Paediatric consumer health sales are driven by promotions and discounting strategies  
Paediatric consumer health considered an essential and vital category

#### PROSPECTS AND OPPORTUNITIES

Slow demand for paediatric vitamins and dietary supplements due to the rising cost of living over the forecast period  
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Paediatric consumer health competes directly with herbal/traditional remedies used by lower socioeconomic groups

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### DISCLAIMER

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