

Paediatric Consumer Health in Denmark

September 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Vitamins and dietary supplements sees robust current value sales, but paediatric analgesics registers only minor growth

Pharmacies continues to represent most sales, but e-commerce gains ground

GSK Consumer Healthcare continues to lead in 2023 thanks to the popularity of Panodil

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A consolidated competitive landscape will hamper the chances of smaller players

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