

Paediatric Consumer Health in Thailand

January 2024

Table of Contents

Paediatric Consumer Health in Thailand - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Paediatric vitamins and dietary supplements leads growth, as competitive landscape becomes increasingly fragmented

Herbal natural ingredients remain popular

Increased focus on healthier alternatives within packaged food industry

PROSPECTS AND OPPORTUNITIES

Growth will likely impacted by declining birth rate but this is likely to be offset by rising demand for premium products, alongside education of the consumer base

Increased focus on healthy eating could limit demand for some paediatric consumer health products

Companies will expand their online presence

CATEGORY DATA

Table 1 - Sales of Paediatric Consumer Health by Category: Value 2018-2023

Table 2 - Sales of Paediatric Consumer Health by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Paediatric Consumer Health: % Value 2019-2023

Table 4 - LBN Brand Shares of Paediatric Consumer Health: % Value 2020-2023

Table 5 - Forecast Sales of Paediatric Consumer Health by Category: Value 2023-2028

Table 6 - Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2023-2028

Consumer Health in Thailand - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 8 - Life Expectancy at Birth 2018-2023

MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2018-2023

Table 10 - Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 11 - NBO Company Shares of Consumer Health: % Value 2019-2023

Table 12 - LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2018-2023

Table 14 - Distribution of Consumer Health by Format: % Value 2018-2023

Table 15 - Distribution of Consumer Health by Format and Category: % Value 2023

Table 16 - Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 - Research Sources

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