

Paediatric Consumer Health in Hungary

October 2023

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Paediatric Consumer Health in Hungary - Category analysis

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2023 DEVELOPMENTS

High inflation and falling birth rates restrict demand
Paediatric cough/cold remedies and acetaminophen are the best performers
Paediatric vitamins and dietary supplements hardest hit by cost-of-living crisis

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Rising health awareness will make parents more likely to choose paediatric products
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