

# Paediatric Consumer Health in the Philippines

October 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Innovative delivery formats such as drops and syrups remain very common  
Natural products to the fore as consumers seek to reduce the potential for harm  
Strong demand as parents look to minimise the risk of viral infection

PROSPECTS AND OPPORTUNITIES

Ther wider variety of products on offer set to underpin strong sales growth  
Innovation set to be leveraged as category players seek to tap into rising demand  
Paediatric probiotic supplements set to gain ground as gut health remains in focus

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 the Philippines - 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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