

# Paediatric Consumer Health in Brazil

March 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Dengue cases increase, boosting demand for dipyrone

Anvisa bans melatonin supplements for irregular advertising

Nappy (diaper) rash treatments accounts for more than half of sales in paediatric consumer health, and brand credibility remains crucial

#### PROSPECTS AND OPPORTUNITIES

Paediatric vitamins and dietary supplements the highlight in terms of forecast growth

Demographic changes put pressure on the category and point to diversification

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