

Paediatric Consumer Health in Spain

September 2023

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Paediatric Consumer Health in Spain - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Spain's declining birth rate continues to shrink category's target audience Novelties emerge in attempt to drive up interest and sales Dalsy remains leading brand of paediatric consumer health in Spain

PROSPECTS AND OPPORTUNITIES

Weak local economy and low birth rate to further drag down category's performance in short term Preventive health trend set to further support demand for paediatric vitamins and dietary supplements Addressing local parents' concerns with new launches and formats

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DISCLAIMER

DEFINITIONS

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