



Euromonitor
International

Paediatric Consumer Health in Austria

September 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Smaller child population but steady self-care keeps demand resilient
Local trust gives Apomedica the lead while modernised heritage brands gain pace
Pharmacies dominate access as e-commerce expands with parent-friendly services

PROSPECTS AND OPPORTUNITIES

Steady demand despite a smaller child population
Incremental innovation and digital support rather than breakthroughs
Wellness habits, responsible claims and private label to shape the ceiling for growth

CATEGORY DATA

- Table 1 - Sales of Paediatric Consumer Health by Category: Value 2020-2025
- Table 2 - Sales of Paediatric Consumer Health by Category: % Value Growth 2020-2025
- Table 3 - NBO Company Shares of Paediatric Consumer Health: % Value 2021-2025
- Table 4 - LBN Brand Shares of Paediatric Consumer Health: % Value 2022-2025
- Table 5 - Forecast Sales of Paediatric Consumer Health by Category: Value 2025-2030
- Table 6 - Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2025-2030

Consumer Health in Austria - Industry Overview

EXECUTIVE SUMMARY

Consumer Health in 2025: The big picture
Key trends in 2025
Competitive landscape
Channel developments
What next for Consumer Health?

MARKET INDICATORS

- Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025
- Table 8 - Life Expectancy at Birth 2020-2025

MARKET DATA

- Table 9 - Sales of Consumer Health by Category: Value 2020-2025
- Table 10 - Sales of Consumer Health by Category: % Value Growth 2020-2025
- Table 11 - NBO Company Shares of Consumer Health: % Value 2021-2025
- Table 12 - LBN Brand Shares of Consumer Health: % Value 2022-2025
- Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2020-2025
- Table 14 - Distribution of Consumer Health by Format: % Value 2020-2025
- Table 15 - Distribution of Consumer Health by Format and Category: % Value 2025
- Table 16 - Forecast Sales of Consumer Health by Category: Value 2025-2030
- Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030

APPENDIX

OTC registration and classification
Vitamins and dietary supplements registration and classification
Self-medication/self-care and preventive medicine
Switches
Summary 1 - OTC: Switches 2024-2025

DISCLAIMER

DEFINITIONS

SOURCES

Summary 2 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/paediatric-consumer-health-in-austria/report.