

# Paediatric Consumer Health in Costa Rica

September 2023

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## Paediatric Consumer Health in Costa Rica - Category analysis

### KEY DATA FINDINGS

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Growing demand for natural and organic products in paediatric consumer health

Parents look for immunity boosters for their children

Generics are less trusted when it comes to paediatric consumer health

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Personalisation is a growing trend across the forecast period

Paediatrician recommendations will continue to grow in importance

Paediatric specific products will grow in availability, driven by e-commerce

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