



Euromonitor
International

Paediatric Consumer Health in Lithuania

September 2025

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Paediatric Consumer Health in Lithuania - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Paediatric remedies benefit from “just-in-case” stocking

GSK Consumer Healthcare holds prominent position, underpinned by its broad portfolio

Pharmacies dominate paediatric consumer health, while e-commerce offers greater convenience

PROSPECTS AND OPPORTUNITIES

Demographics will shift focus towards premiumisation and innovation

Digital infrastructure and child-friendly formulations will enhance growth

Paediatric nutrition will remain key focus

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DISCLAIMER

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