

Paediatric Consumer Health in Mexico

October 2023

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2023 DEVELOPMENTS

Sixth wave of COVID-19 converges with flu and cold season to boost paediatric analgesics and cough/cold remedies

Decreasing birth rates and inflation are key factors hampering growth of nappy (diaper) rash treatments

Trust in brands and retailers is fundamental for parents when buying paediatric consumer health products

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Mexico's declining birth rate to hamper stronger growth potential

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