Euromonitor International

Paediatric Consumer Health in Indonesia

September 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Affordable formats and broad accessibility drive expansion
Self-care and preventive health support everyday remedy sales
Trust, safety and certification strengthen brand preference

WHAT'S NEXT?

Affordable remedies expected to sustain resilient demand
Self-care and digital retail projected to expand growth opportunities
Certification and value positioning set to strengthen competitive advantage

COMPETITIVE LANDSCAPE

Established leaders reinforce a stable competitive hierarchy

CHANNELS

Pharmacies earn parent trust by guiding fever and vitamin purchases
E-commerce accelerates supplement sales as convenience reshapes buying

PRODUCTS

Child-friendly formats become the focus of innovation
Local players refine formulations to strengthen appeal
Functional innovation reinforces competitive advantage

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031
Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031
Chart 2 Population by Generation 2026
Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

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