



Euromonitor
International

Paediatric Consumer Health in the United Kingdom

October 2026

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Preventive wellness shift drives steady growth in paediatric consumer health
Vitamins and supplements lead growth amid format innovation and brand competition
Pharmacies leverage NHS Pharmacy First to defend role in family healthcare

WHAT'S NEXT?

Brands to accelerate trust-building through expert partnerships and education
Teen-focused innovation and demand for proof to reshape product development

COMPETITIVE LANDSCAPE

Calpol maintains lead as preventive health brands gain momentum
Kimberly-Clark's Kenvue deal and paediatric launches reshape prospects

CHANNELS

E-commerce overtakes pharmacies as parents prioritise convenience and subscription models
Digital-first brands build trust through transparency, personalisation and community-driven content

PRODUCTS

Format engineering and functional specificity anchor the innovation pipeline
Hiya and Equazen demonstrate divergent paths into the prevention-led market
Channel bifurcation and trust reshape the paediatric competitive landscape

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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