



Euromonitor
International

Paediatric Consumer Health in Turkey

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Paediatric Consumer Health in Turkey - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Parental confidence and professional endorsement boost paediatric consumer health in 2025
Bayer leads paediatric consumer health in Turkey with trusted Bepanthen brand
Pharmacies leads paediatric consumer health sales while e-commerce gains further momentum

PROSPECTS AND OPPORTUNITIES

Preventive care and child-friendly formats will fuel growth in paediatric consumer health
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