Euromonitor International

Paediatric Consumer Health in the Czech Republic

September 2025

Paediatric Consumer Health in the Czech Republic - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Moderate growth after a period of volatility
Multibrand portfolios reinforce competitive strength
Pharmacies dominate, but e-commerce gains momentum

PROSPECTS AND OPPORTUNITIES

Steady but modest outlook for sales
Innovation to enhance engagement and functionality
Falling birth rates remain a structural challenge

CATEGORY DATA

Table 1 - Sales of Paediatric Consumer Health by Category: Value 2020-2025
Table 2 - Sales of Paediatric Consumer Health by Category: % Value Growth 2020-2025
Table 3 - NBO Company Shares of Paediatric Consumer Health: % Value 2021-2025
Table 4 - LBN Brand Shares of Paediatric Consumer Health: % Value 2022-2025
Table 5 - Forecast Sales of Paediatric Consumer Health by Category: Value 2025-2030
Table 6 - Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2025-2030

Consumer Health in the Czech Republic - Industry Overview

EXECUTIVE SUMMARY

Consumer Health in 2025: The big picture
Key trends in 2025
Competitive landscape
Channel developments
What next for Consumer Health?

MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025
Table 8 - Life Expectancy at Birth 2020-2025

MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2020-2025
Table 10 - Sales of Consumer Health by Category: % Value Growth 2020-2025
Table 11 - NBO Company Shares of Consumer Health: % Value 2021-2025
Table 12 - LBN Brand Shares of Consumer Health: % Value 2022-2025
Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2020-2025
Table 14 - Distribution of Consumer Health by Format: % Value 2020-2025
Table 15 - Distribution of Consumer Health by Format and Category: % Value 2025
Table 16 - Forecast Sales of Consumer Health by Category: Value 2025-2030
Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030

APPENDIX

OTC registration and classification
Vitamins and dietary supplements registration and classification
Self-medication/self-care and preventive medicine
Switches
Summary 1 - OTC: Switches 2024-2025

DISCLAIMER

DEFINITIONS

SOURCES

Summary 2 - Research Sources

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/paediatric-consumer-health-in-the-czech-republic/report.