

# Paediatric Consumer Health in Algeria

September 2023

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# Paediatric Consumer Health in Algeria - Category analysis

# **KEY DATA FINDINGS**

## 2023 DEVELOPMENTS

Increasing population of 0-12 supports volume growth Pharmacies remain the most popular retail channel in 2023 Domestically produced brands continue to gain ground

## PROSPECTS AND OPPORTUNITIES

Nappy (diaper) rash treatments continues to benefit from loyal consumer base Innovation focused on making products child-friendly Increasing visibility of paediatric consumer health products will support growth

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DISCLAIMER

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