Euromonitor International

Paediatric Consumer Health in Thailand

October 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Paediatric consumer health grows as parents invest more per child in preventive wellness
Paediatric vitamins and dietary supplements lead growth through preventive innovation
Social commerce and preventive shift redefine paediatric consumer health in Thailand

WHAT'S NEXT?

Parents anticipated to prioritise immunity and daily routines as spending intensifies
Parenting communities and digital ecosystems will build trust and shape choices

COMPETITIVE LANDSCAPE

GSK Consumer Healthcare holds share as local rivals gain ground
Digital-first local brands disrupt legacy routines with targeted wellness

CHANNELS

Pharmacies lead distribution by reshaping parental trust in purchasing
TikTok Shop and Shopee accelerate omnichannel growth through social trust

PRODUCTS

Premiumisation, specialisation and compliance-led format innovation drive innovation
MK Vitamin, ProMom, Mamarine and Jelly Me Kids lead recent innovation
Emerging local brands and community-driven trust redefine competitive dynamics

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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