



Euromonitor
International

Paediatric Consumer Health in the Philippines

October 2026

Table of Contents

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Trust and safety credentials drive brand preference

Digital channels strengthen product discovery and purchase

Format innovation improves compliance and repeat purchase

WHAT'S NEXT?

Trust and regulation expected to underpin long-term growth

Digital research set to reshape parent decision-making

Format innovation and preventive health to drive growth through 2031

COMPETITIVE LANDSCAPE

Unilab maintains leadership as trust shapes competition

CHANNELS

Health and beauty specialists retain leadership as retail e-commerce expands

Online channels evolve from discovery to replenishment

PRODUCTS

Trust credentials and compliance design reshape innovation priorities

Age-segmented formats and digital credibility lead recent launches

Players consolidate loyalty and repeat demand

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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