



Euromonitor
International

Paediatric Consumer Health in Angola

September 2026

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KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Government vaccination campaigns redefine parents' approach to children's health

Paediatric analgesics lead consumer health market as affordability and trust shape retail growth

Certification and safety concerns shift demand to trusted pharmacy brands

WHAT'S NEXT?

Urban families to drive affordable health products into pharmacies

Charity nutrition campaigns to turn parents into pharmacy shoppers

Affordable innovation to help trusted brands win urban loyalty

COMPETITIVE LANDSCAPE

Broad-spectrum products gain ground as price-sensitive parents seek value

CHANNELS

Pharmacies retain dominance as parents prioritise trust and advice

Social media and clinic-based sales strategies target urban parents

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COUNTRY REPORTS DISCLAIMER

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