



Euromonitor
International

Paediatric Consumer Health in Uganda

October 2026

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KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Nestlé's real-food blends reshape children's nutrition habits
Government prevention campaigns drive early intervention in childhood health
Targeted exemptions for high-tech medicines safeguard neonatal outcomes

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Government strategies unlock new opportunities for child health innovation
Specialised medicines reshape access for children
Telemedicine and unified health data improve rural child outcomes

COMPETITIVE LANDSCAPE

Haleon and Medipharma sustain loyalty with urban-rural brand strategies

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Pharmacies meet family needs as online platforms bridge supply gaps

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COUNTRY REPORTS DISCLAIMER

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