Euromonitor International

Paediatric Consumer Health in Côte d'Ivoire

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KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Sanofi targets affordability while public nutrition drives premium repositioning
UNICEF and World Bank initiatives shift demand from vitamins to treatments
Public health coverage and certification efforts reshape brand strategies

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Free nutrition schemes shift focus to acute treatments
Informal vendors retain price-conscious families despite safety campaigns

COMPETITIVE LANDSCAPE

Trusted pharmacy brands defend position as informal vendors drive volume

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Informal vendors drive access as pharmacies focus on value
E-commerce remains limited as offline urgency shapes behaviour

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COUNTRY REPORTS DISCLAIMER

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