



Euromonitor
International

Paediatric Consumer Health in Italy

September 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Paediatric consumer health navigates unexpected flu season, prioritising skin care and sustained demand for vitamins
Paediatric vitamins and dietary supplements thrive on parental trust and evolving doctor recommendations
Compelling product presentations are key to unlocking doctor advocacy and market growth

PROSPECTS AND OPPORTUNITIES

Paediatric consumer health to prioritise innovation and portfolio adjustments to offset impact of decline in birth rate
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Consumer Health in Italy - Industry Overview

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DISCLAIMER

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