

Paediatric Consumer Health in Lithuania

October 2024

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Paediatric Consumer Health in Lithuania - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Post-pandemic surge settles down lbuprofen still preferred product, with fish oil also popular Continued shift towards products with a natural positioning

PROSPECTS AND OPPORTUNITIES

Moderate growth predicted for overall category Vitamins and dietary supplements set to do well No sign of new challengers

CATEGORY DATA

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Consumer Health in Lithuania - Industry Overview

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