



Euromonitor
International

Paediatric Consumer Health in Mexico

September 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Focus on prevention rather than cure with paediatric vitamins and dietary supplements
- Attention to mental health and emotional issues amongst children
- Paediatric vitamins and dietary supplements remains the leading category

PROSPECTS AND OPPORTUNITIES

- Herbal/traditional products are gaining acceptance in all paediatric consumer health categories
- Innovation in paediatric consumer health products expected in the coming years
- Nappy (diaper) rash treatments expected to increase strongly, satisfying new needs in the market

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Consumer Health in Mexico - Industry Overview

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DISCLAIMER

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