

Paediatric Consumer Health in Saudi Arabia

October 2024

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Paediatric Consumer Health in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Parents aim to strengthen children's immunity, driving demand for paediatric vitamins and dietary supplements New launches continue to emerge from local, regional and international players Saudi Pharmaceutical Industries & Medical Appliances Corp retains lead of paediatric consumer health

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Greater exposure to viruses to support future category growth Innovation in paediatric consumer health formulations Pharmacies to remain trusted source for purchases of paediatric consumer health

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DISCLAIMER

DEFINITIONS

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