

Paediatric Consumer Health in India

January 2025

Table of Contents

Paediatric Consumer Health in India - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth in paediatric consumer health driven by parental concerns and nutritional needs Innovative formats of paediatric vitamins and dietary supplements to appeal to children Flagship brands are entering paediatric consumer health

PROSPECTS AND OPPORTUNITIES

Paediatric consumer health is expected to flourish along with growing parental investment in children's health Growth set to be driven by natural claims and safety perceptions

Urban-centric nature of paediatric consumer health may prevent broader growth

CATEGORY DATA

- Table 1 Sales of Paediatric Consumer Health by Category: Value 2019-2024
- Table 2 Sales of Paediatric Consumer Health by Category: % Value Growth 2019-2024
- Table 3 NBO Company Shares of Paediatric Consumer Health: % Value 2020-2024
- Table 4 LBN Brand Shares of Paediatric Consumer Health: % Value 2021-2024
- Table 5 Forecast Sales of Paediatric Consumer Health by Category: Value 2024-2029
- Table 6 Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2024-2029

Consumer Health in India - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

- Table 7 Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024
- Table 8 Life Expectancy at Birth 2019-2024

MARKET DATA

- Table 9 Sales of Consumer Health by Category: Value 2019-2024
- Table 10 Sales of Consumer Health by Category: % Value Growth 2019-2024
- Table 11 NBO Company Shares of Consumer Health: % Value 2020-2024
- Table 12 LBN Brand Shares of Consumer Health: % Value 2021-2024
- Table 13 Penetration of Private Label in Consumer Health by Category: % Value 2019-2024
- Table 14 Distribution of Consumer Health by Format: % Value 2019-2024
- Table 15 Distribution of Consumer Health by Format and Category: % Value 2024
- Table 16 Forecast Sales of Consumer Health by Category: Value 2024-2029
- Table 17 Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/paediatric-consumer-health-in-india/report.