



Paediatric Consumer Health in Slovenia

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Rising consumer interest in child-specific products drives growth
- Increasing brand presence supports sales of paediatric cough, cold and allergy remedies
- E-commerce growth positively impacts the paediatric consumer health market

PROSPECTS AND OPPORTUNITIES

- Rising cost of living will force consumers to consider their purchases more carefully
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- Rising demand for paediatric cough/cold remedies due to the full reopening of society and an increasing brand presence

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Consumer Health in Slovenia - Industry Overview

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DISCLAIMER

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