

Paediatric Consumer Health in Nigeria

October 2024

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Paediatric Consumer Health in Nigeria - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Inflationary pressures impact performance in 2024 Paediatric analgesics performs well, due to their essential status Benylin Paediatric Syrup suffers product recall, while local brands see strong performance

PROSPECTS AND OPPORTUNITIES

Improved economic conditions and increase in child population will drive future growth Paediatric vitamins and dietary supplements will lead growth as rising levels of health awareness boost demand Maintaining affordability will be key challenge for brands

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Consumer Health in Nigeria - Industry Overview

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MARKET DATA

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DISCLAIMER

DEFINITIONS

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