



Paediatric Consumer Health in Egypt

September 2023

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Paediatric Consumer Health in Egypt - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

A limited variety of products on the landscape challenges growth
Seasonal demands boosts sales for cold and flu products
Abbott leads, however, local players account for a significant share

PROSPECTS AND OPPORTUNITIES

An ongoing rise in herbal/traditional formats within paediatric health
Paediatric analgesics and digestive remedies remain dominant
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DISCLAIMER

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