

# Paediatric Consumer Health in the Netherlands

September 2024

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#### Paediatric Consumer Health in the Netherlands - Category analysis

#### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Increased marketing focus on children's products as manufacturers enhance formats to appeal to young customers Recovery of travel industry boosts demand Competitive landscape remains highly fragmented with private label set to gain share

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Enhanced education will reinforce confidence in OTC paediatric solutions Digestive remedies will particularly robust growth, albeit from low base Further segmentation anticipated in wound care

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# DEFINITIONS

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