



Euromonitor
International

Paediatric Consumer Health in Brazil

April 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Climate change shifts the main focus of paediatric consumer health from dipyrone to digestive remedies
New formats and rising competition redefine paediatric consumer health, especially in paediatric vitamins and dietary supplements
Johnson & Johnson maintains its lead in nappy (diaper) rash treatments

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Stable growth ahead for paediatric consumer health in Brazil amidst demographic shifts
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Consumer-centricity must give prominence to convenience strategies

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Consumer Health in Brazil - Industry Overview

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DISCLAIMER

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