

# Paediatric Consumer Health in Belarus

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## Abstracts

COVID-19 significantly stimulated sales of paediatric acetaminophen. Paediatric ibuprofen value sales were also stimulated by COVID-19, although to a lesser degree. COVID-19 also stimulates high value sales of paediatric cough, cold and allergy remedies in 2021, also accelerated by COVID-19, as parents prioritise medicines needed for their children. Overall, it is paediatric vitamins and dietary supplements that portrays the strongest value growth in 2021, as parents take extra measures to decre...

Euromonitor International's Paediatric Consumer Health in Belarus report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2016-2020, allowing you to identify the sectors driving growth. Forecasts to 2025 illustrate how the market is set to change.

**Product coverage:** Nappy (Diaper) Rash Treatments , Paediatric Analgesics , Paediatric Cough, Cold and Allergy Remedies , Paediatric Dermatologicals , Paediatric Digestive Remedies , Paediatric Vitamins and Dietary Supplements .

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Paediatric Consumer Health market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Category faces challenges to growth, from declining birth rates to COVID-19 impacts on health services

Foreign players dominate paediatric health as parents have a high level of trust in global brands

#### PROSPECTS AND OPPORTUNITIES

Most popular categories continue to be supported by parents wishing to keep their children safe in the time of COVID-10 and beyond

Portfolio expansion of popular products for a paediatric audience sets a tone for players to follow

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