

Paediatric Consumer Health in New Zealand

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Abstracts

Paediatric consumer health saw continued growth in current value terms in 2023. This was due, in part, to a higher number of cases of colds and flu, with the influenza B virus, which spread throughout most of 2023, being particularly harmful for children. As the country adjusted to post-pandemic life, following the easing of COVID-19 restrictions, many consumers began to shift away from preventative measures due to “immunity fatigue”. With reduced social distancing, dwindling mask usage and a le...

Euromonitor International's Paediatric Consumer Health in New Zealand report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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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