

Paediatric Consumer Health in Pakistan

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Abstracts

While the birth rate in Pakistan is falling, it remains amongst the highest in the world. The high birth rate and increasing health- and hygiene-awareness drive significant growth in paediatric consumer health. However, while parents are becoming increasingly confident in terms of self-medication, their concerns about the potential side effects and long-term impact of consuming standard OTC drugs are magnified in relation to their children. Consequently, many parents prefer to use traditional re...

Euromonitor International's Paediatric Consumer Health in Pakistan 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.

Contents

PAEDIATRIC CONSUMER HEALTH IN PAKISTAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

High birth rate and rising health awareness supports growth

Foreign multinationals benefit from consumer trust

Vitamins and dietary supplements strongest performer

PROSPECTS AND OPPORTUNITIES

Lack of paediatric consumer health products continues to limit development

Cough and cold remedies continues to benefit from loyal consumer base

Shift towards natural products over forecast period

CATEGORY DATA

Table 1 Sales of Paediatric Consumer Health by Category: Value 2018-2023

Table 2 Sales of Paediatric Consumer Health by Category: % Value Growth 2018-2023

Table 3 Forecast Sales of Paediatric Consumer Health by Category: Value 2023-2028

Table 4 Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2023-2028

CONSUMER HEALTH IN PAKISTAN

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 5 Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 6 Life Expectancy at Birth 2018-2023

MARKET DATA

Table 7 Sales of Consumer Health by Category: Value 2018-2023

Table 8 Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 9 NBO Company Shares of Consumer Health: % Value 2019-2023

Table 10 LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 11 Distribution of Consumer Health by Format: % Value 2018-2023

Table 12 Distribution of Consumer Health by Format and Category: % Value 2023

Table 13 Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 14 Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 Research Sources

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