

# Paediatric Consumer Health in Venezuela

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## Abstracts

Paediatric consumer health products carry larger unit prices than their adult counterparts, ranking in sixth place in terms of average unit price of all OTC products available in Venezuela. Parents have learned to administer adult medicines to their children by adjusting the dosage and some are even using veterinarian products for their children and themselves, if facing the choice between not having the product and using a close substitute. In normal circumstances, however, parents tend to be v...

Euromonitor International's Paediatric Consumer Health in Venezuela report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2014-2018, allowing you to identify the sectors driving growth. Forecasts to 2023 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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