

Paediatric Consumer Health in Austria

November 2024

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Paediatric Consumer Health in Austria - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Positive retail value growth with varying volume growth across different areas

Apomedica maintains its lead, being a trusted domestic player

Demand for medicine challenged as consumers seek mild options

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Challenges include the declining birth rate and shift to milder alternatives

Consolidated competitive landscape unlikely to see much movement

Limited availability impacts sales of paediatric consumer health products

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