



**Euromonitor  
International**

# Paediatric Consumer Health in Lithuania

September 2025

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## Paediatric Consumer Health in Lithuania - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Paediatric remedies benefit from “just-in-case” stocking

GSK Consumer Healthcare holds prominent position, underpinned by its broad portfolio

Pharmacies dominate paediatric consumer health, while e-commerce offers greater convenience

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Demographics will shift focus towards premiumisation and innovation

Digital infrastructure and child-friendly formulations will enhance growth

Paediatric nutrition will remain key focus

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### DISCLAIMER

### DEFINITIONS

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/paediatric-consumer-health-in-lithuania/report](http://www.euromonitor.com/paediatric-consumer-health-in-lithuania/report).