



Euromonitor  
International

# Paediatric Consumer Health in India

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## Paediatric Consumer Health in India - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Growth in paediatric consumer health driven by parental concerns and nutritional needs

Innovative formats of paediatric vitamins and dietary supplements to appeal to children

Flagship brands are entering paediatric consumer health

#### PROSPECTS AND OPPORTUNITIES

Paediatric consumer health is expected to flourish along with growing parental investment in children's health

Growth set to be driven by natural claims and safety perceptions

Urban-centric nature of paediatric consumer health may prevent broader growth

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### DISCLAIMER

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