



Euromonitor  
International

# Paediatric Consumer Health in Uruguay

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Paediatric sales rebound as consumers buy goods from local retailers  
Strong demand for paediatric vitamins and dietary supplements as preventative healthcare rises  
Mega Labs SA leads the landscape followed by Laboratorios Bagó SA

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Low birth rate in Uruguay is a challenge for ongoing growth  
Players are set to focus on child-friendly designs to drive sales  
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DISCLAIMER

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