



Euromonitor
International

Paediatric Consumer Health in Ukraine

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Demographic factors remain an obstacle to growth but signs are more positive as parents prioritise spending on their children
Parents show willingness to self-medicate coughs and colds, with a growing emphasis on preventative health measures
Competitive landscape remains fragmented with Nurofen remaining on top

PROSPECTS AND OPPORTUNITIES

A bright outlook for paediatric consumer health with parents putting their children’s health first
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Self-medication could become prominent when treating milder symptoms

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Consumer Health in Ukraine - Industry Overview

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