



# Paediatric Consumer Health in the Czech Republic

September 2025

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Moderate growth after a period of volatility  
Multibrand portfolios reinforce competitive strength  
Pharmacies dominate, but e-commerce gains momentum

### PROSPECTS AND OPPORTUNITIES

Steady but modest outlook for sales  
Innovation to enhance engagement and functionality  
Falling birth rates remain a structural challenge

### CATEGORY DATA

Table 1 - Sales of Paediatric Consumer Health by Category: Value 2020-2025  
Table 2 - Sales of Paediatric Consumer Health by Category: % Value Growth 2020-2025  
Table 3 - NBO Company Shares of Paediatric Consumer Health: % Value 2021-2025  
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Table 5 - Forecast Sales of Paediatric Consumer Health by Category: Value 2025-2030  
Table 6 - Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2025-2030

## Consumer Health in the Czech Republic - Industry Overview

### EXECUTIVE SUMMARY

Consumer Health in 2025: The big picture  
Key trends in 2025  
Competitive landscape  
Channel developments  
What next for Consumer Health?

### MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025  
Table 8 - Life Expectancy at Birth 2020-2025

### MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2020-2025  
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Table 11 - NBO Company Shares of Consumer Health: % Value 2021-2025  
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Table 14 - Distribution of Consumer Health by Format: % Value 2020-2025  
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Vitamins and dietary supplements registration and classification  
Self-medication/self-care and preventive medicine  
Switches  
Summary 1 - OTC: Switches 2024-2025

### DISCLAIMER

## DEFINITIONS

## SOURCES

### Summary 2 - Research Sources

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