



Euromonitor
International

Paediatric Consumer Health in Estonia

September 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Heavier respiratory illness season and return to routine mixing in schools and day-care settings drive growth in 2025

Reckitt Benckiser leads with its stalwart Nurofen for Children brand

Parents look for pharmacist guidance on age-appropriate dosing, product selection and safe combinations

PROSPECTS AND OPPORTUNITIES

Paediatric consumer health to continue its upward trajectory

Estonia's digital backbone gives the category an edge

Demand for clean label lines and sustainability will shape the market

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 - Forecast Sales of Paediatric Consumer Health by Category: Value 2025-2030

Table 4 - Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2025-2030

Consumer Health in Estonia - 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 5 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025

Table 6 - Life Expectancy at Birth 2020-2025

MARKET DATA

Table 7 - Sales of Consumer Health by Category: Value 2020-2025

Table 8 - Sales of Consumer Health by Category: % Value Growth 2020-2025

Table 9 - NBO Company Shares of Consumer Health: % Value 2021-2025

Table 10 - LBN Brand Shares of Consumer Health: % Value 2022-2025

Table 11 - Penetration of Private Label by Category: % Value 2020-2025

Table 12 - Distribution of Consumer Health by Format: % Value 2020-2025

Table 13 - Distribution of Consumer Health by Format and Category: % Value 2025

Table 14 - Forecast Sales of Consumer Health by Category: Value 2025-2030

Table 15 - Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

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