



Paediatric Consumer Health in Hungary

October 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Paediatric consumer health grows, despite demographic decline and inflationary pressures
Bayer Hungária Kft leads in paediatric consumer health as brand strength and distribution widen
Pharmacies remain dominant in paediatric consumer health, while retail e-commerce gains momentum

PROSPECTS AND OPPORTUNITIES

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Consumer Health in Hungary - Industry Overview

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DISCLAIMER

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