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# Paediatric Consumer Health in the Philippines

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Table of Contents

## Paediatric Consumer Health in the Philippines - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Parental concern drives category growth in 2025  
Loyalty and membership programmes drive consumer purchases  
Paediatricians are valued as key source of information

#### PROSPECTS AND OPPORTUNITIES

Despite near-saturation, growth will continue during forecast period  
Greater demand for paediatric probiotics, alongside sharpened focus on digestive health in children  
Increased screen time will drive demand for children's eye care products

#### 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  
Table 4 - LBN Brand Shares of Paediatric Consumer Health: % Value 2022-2025  
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 Philippines - 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  
Table 10 - Sales of Consumer Health by Category: % Value Growth 2020-2025  
Table 11 - NBO Company Shares of Consumer Health: % Value 2021-2025  
Table 12 - LBN Brand Shares of Consumer Health: % Value 2022-2025  
Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2020-2025  
Table 14 - Distribution of Consumer Health by Format: % Value 2020-2025  
Table 15 - Distribution of Consumer Health by Format and Category: % Value 2025  
Table 16 - Forecast Sales of Consumer Health by Category: Value 2025-2030  
Table 17 - 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

### Summary 1 - Research Sources

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