

Paediatric Consumer Health in Slovenia

October 2023

Table of Contents

Paediatric Consumer Health in Slovenia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

The trend for natural ingredients drives the growth of herbal/traditional products
Growth in vitamins and dietary supplements as parents prioritise children's health
Limited growth for paediatric digestive remedies as the use of probiotics rise

PROSPECTS AND OPPORTUNITIES

Premiumisation boosts value growth for paediatric consumer health
Low birth rates impact retail volume sales while limiting the consumer base
Demand for paediatric cough/cold remedies is set to fall following COVID-19

CATEGORY DATA

Table 1 - Sales of Paediatric Consumer Health by Category: Value 2018-2023
Table 2 - Sales of Paediatric Consumer Health by Category: % Value Growth 2018-2023
Table 3 - Forecast Sales of Paediatric Consumer Health by Category: Value 2023-2028
Table 4 - Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2023-2028

Consumer Health in Slovenia - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for consumer health?

MARKET INDICATORS

Table 5 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023
Table 6 - Life Expectancy at Birth 2018-2023

MARKET DATA

Table 7 - Sales of Consumer Health by Category: Value 2018-2023
Table 8 - Sales of Consumer Health by Category: % Value Growth 2018-2023
Table 9 - NBO Company Shares of Consumer Health: % Value 2019-2023
Table 10 - LBN Brand Shares of Consumer Health: % Value 2020-2023
Table 11 - Penetration of Private Label by Category: % Value 2018-2023
Table 12 - Distribution of Consumer Health by Format: % Value 2018-2023
Table 13 - Distribution of Consumer Health by Format and Category: % Value 2023
Table 14 - Forecast Sales of Consumer Health by Category: Value 2023-2028
Table 15 - Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

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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