



# Paediatric Consumer Health in Nigeria

January 2024

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## Paediatric Consumer Health in Nigeria - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Parents are increasingly willing to invest more in their children's health  
Increasing prevalence of paediatric diseases and air pollution drive growth  
Medical professionals play an important role in the purchase decision

#### PROSPECTS AND OPPORTUNITIES

High birth rates represent strong growth opportunities over the forecast period  
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### DISCLAIMER

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