

# Paediatric Consumer Health in Egypt

September 2023

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## Paediatric Consumer Health in Egypt - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

A limited variety of products on the landscape challenges growth  
Seasonal demands boosts sales for cold and flu products  
Abbott leads, however, local players account for a significant share

#### PROSPECTS AND OPPORTUNITIES

An ongoing rise in herbal/traditional formats within paediatric health  
Paediatric analgesics and digestive remedies remain dominant  
Price sensitivity is set to remain until the economy stabilises

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### DISCLAIMER

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