



# Paediatric Consumer Health in Hong Kong, China

February 2024

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## Paediatric Consumer Health in Hong Kong, China - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Paediatric cough, cold and allergy remedies sees rises in response to lifted restrictions  
Health and personal care stores remain preferred channel for paediatric product purchases  
Paediatric skin problems create demand for nappy (diaper) rash treatments

#### PROSPECTS AND OPPORTUNITIES

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### DISCLAIMER

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