



Paediatric Consumer Health in Denmark

September 2023

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Paediatric Consumer Health in Denmark - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Vitamins and dietary supplements sees robust current value sales, but paediatric analgesics registers only minor growth

Pharmacies continues to represent most sales, but e-commerce gains ground

GSK Consumer Healthcare continues to lead in 2023 thanks to the popularity of Panodil

PROSPECTS AND OPPORTUNITIES

A consolidated competitive landscape will hamper the chances of smaller players

Shift towards natural products will continue apace over forecast period

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