



# Paediatric Consumer Health in Thailand

January 2024

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## Paediatric Consumer Health in Thailand - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Paediatric vitamins and dietary supplements leads growth, as competitive landscape becomes increasingly fragmented

Herbal natural ingredients remain popular

Increased focus on healthier alternatives within packaged food industry

#### PROSPECTS AND OPPORTUNITIES

Growth will likely impacted by declining birth rate but this is likely to be offset by rising demand for premium products, alongside education of the consumer base

Increased focus on healthy eating could limit demand for some paediatric consumer health products

Companies will expand their online presence

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