



Paediatric Consumer Health in North Macedonia

October 2023

Table of Contents

Paediatric Consumer Health in North Macedonia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for high-quality products positioned for children and inflation drive strong double-digit value growth in 2023

Greater consumer interest in paediatric vitamins and dietary supplements

Krka Farma continue to lead paediatric consumer health

PROSPECTS AND OPPORTUNITIES

Slowed growth as market is facing saturation

Paediatric ibuprofen suffers from negative image

Shift towards natural products

CATEGORY DATA

Table 1 - Sales of Paediatric Consumer Health by Category: Value 2018-2023

Table 2 - Sales of Paediatric Consumer Health by Category: % Value Growth 2018-2023

Table 3 - Forecast Sales of Paediatric Consumer Health by Category: Value 2023-2028

Table 4 - Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2023-2028

Consumer Health in North Macedonia - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 5 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 6 - Life Expectancy at Birth 2018-2023

MARKET DATA

Table 7 - Sales of Consumer Health by Category: Value 2018-2023

Table 8 - Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 9 - NBO Company Shares of Consumer Health: % Value 2019-2023

Table 10 - LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 11 - Penetration of Private Label by Category: % Value 2018-2023

Table 12 - Distribution of Consumer Health by Format: % Value 2018-2023

Table 13 - Distribution of Consumer Health by Format and Category: % Value 2023

Table 14 - Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 15 - Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/paediatric-consumer-health-in-north-macedonia/report.