

# Paediatric Consumer Health in Italy

September 2024

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## Paediatric Consumer Health in Italy - Category analysis

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#### 2024 DEVELOPMENTS

Paediatric consumer health navigates unexpected flu season, prioritising skin care and sustained demand for vitamins Paediatric vitamins and dietary supplements thrive on parental trust and evolving doctor recommendations

Compelling product presentations are key to unlocking doctor advocacy and market growth

#### PROSPECTS AND OPPORTUNITIES

Paediatric consumer health to prioritise innovation and portfolio adjustments to offset impact of decline in birth rate

Paediatric supplements have room to expand and address new mental wellbeing needs

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