



# Paediatric Consumer Health in Austria

October 2023

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## Paediatric Consumer Health in Austria - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Demand for paediatric consumer health in decline as consumers seek "safer" options

Lack of trust in paediatric consumer health continues to limit demand

Return to pre-pandemic lifestyles triggers digestive complaints

#### PROSPECTS AND OPPORTUNITIES

Paediatric consumer health unlikely to see significant growth

Consolidated competitive landscape unlikely to see much movement

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