



Paediatric Consumer Health in Costa Rica

September 2023

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Paediatric Consumer Health in Costa Rica - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growing demand for natural and organic products in paediatric consumer health

Parents look for immunity boosters for their children

Generics are less trusted when it comes to paediatric consumer health

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Personalisation is a growing trend across the forecast period

Paediatrician recommendations will continue to grow in importance

Paediatric specific products will grow in availability, driven by e-commerce

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DISCLAIMER

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SOURCES

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