



# Paediatric Consumer Health in Mexico

September 2024

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## Paediatric Consumer Health in Mexico - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Focus on prevention rather than cure with paediatric vitamins and dietary supplements

Attention to mental health and emotional issues amongst children

Paediatric vitamins and dietary supplements remains the leading category

#### PROSPECTS AND OPPORTUNITIES

Herbal/traditional products are gaining acceptance in all paediatric consumer health categories

Innovation in paediatric consumer health products expected in the coming years

Nappy (diaper) rash treatments expected to increase strongly, satisfying new needs in the market

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