

Paediatric Consumer Health in the United Arab Emirates

September 2024

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Paediatric Consumer Health in the United Arab Emirates - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising awareness of childhood autism could influence category's development

Biogena Junior expands footprint in United Arab Emirates

D2C player Little Joys looks to appeal to parents by collaborating with paediatricians

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Strict rules on advertising to children limits stronger uptake

Unique challenges in predicting outlook for category in the local market

Nappy (diaper) rash treatments to remain solid performer

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DISCLAIMER

DEFINITIONS

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