



# Paediatric Consumer Health in Egypt

October 2024

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## Paediatric Consumer Health in Egypt - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Paediatric consumer health follows similar trends to those seen more widely

Seasonality influences cough and cold medications for children

Natural and organic products in high demand in paediatric consumer health

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Ongoing growth expected due to necessary baseline demand

Herbal/traditional products will continue to attract attention

Allergies become more commonplace, inspiring opportunities and competition

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