



# Paediatric Consumer Health in Malaysia

October 2023

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## Paediatric Consumer Health in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Paediatric vitamins and dietary supplements continue to enjoy solid growth as parents prioritise children's preventative health

Paediatric vitamins and dietary supplements evolve in line with changing lifestyles

Products to support cognitive development gain traction

#### PROSPECTS AND OPPORTUNITIES

Robust growth expected for paediatric vitamins and dietary supplements, with brands sold in bricks-and-mortar retailers leading the way

Strong potential for products that can support academic performance

Expansion of pharmacy network will be key driver of growth, but e-commerce will grow in importance

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