



Paediatric Consumer Health in Norway

September 2023

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Paediatric Consumer Health in Norway - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales trends in 2023 determined largely by performance at the height of the pandemic
Sales remain relatively low outside of paediatric vitamins and dietary supplements
Demand for paediatric vitamins and dietary supplements supported by informational campaigns

PROSPECTS AND OPPORTUNITIES

Slow growth ahead due to low birth rate and preference for general products
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