



# Paediatric Consumer Health in the Philippines

September 2024

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## Paediatric Consumer Health in the Philippines - Category analysis

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#### 2024 DEVELOPMENTS

High birth rate fuels growth, with vitamins and dietary supplements leading the way

Loyalty and membership programmes drive consumer purchases

Paediatricians are valued as key source of information

#### PROSPECTS AND OPPORTUNITIES

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Increased screen time will drive demand for children's eye care products

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