



Euromonitor
International

Paediatric Consumer Health in Brazil

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Paediatric Consumer Health in Brazil - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Dengue cases increase, boosting demand for dipyrone

Anvisa bans melatonin supplements for irregular advertising

Nappy (diaper) rash treatments accounts for more than half of sales in paediatric consumer health, and brand credibility remains crucial

PROSPECTS AND OPPORTUNITIES

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