



Euromonitor
International

Paediatric Consumer Health in Belgium

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Shifting demographics and preventive health trends impact paediatric consumer health
Kenvue Belgium NV leads a fragmented market dominated by analgesics and cold remedies
Pharmacies remain key to distribution as parents place trust in pharmacists for guidance

PROSPECTS AND OPPORTUNITIES

Low-level value growth while volume is set to be challenged by the declining birth rate
Innovation across the forecast period is expected to focus on natural and preventive solutions
Stricter legislation will ensure high quality, but is set to slow innovation

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Consumer Health in Belgium - Industry Overview

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DISCLAIMER

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