



Paediatric Consumer Health in Slovenia

October 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales of paediatric consumer health supported by strong parental demand for products specifically formulated for children

The Mardovic brand benefits from its leading place in paediatric vitamins and dietary supplements

Pharmacies benefits from strong levels of consumer trust

PROSPECTS AND OPPORTUNITIES

Demand for paediatric consumer health will remain strong over the forecast period

Innovations to focus on customised products and new, smart, delivery formats

Regulations will become stronger in paediatric consumer health, enhancing safety and quality standards

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