



Euromonitor
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Paediatric Consumer Health in Finland

September 2025

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2025 DEVELOPMENTS

Digestive remedies and vitamins and dietary supplements drive the strong performance in 2025

Trusted brands continue to lead, however competition rises in paediatric consumer health

Retail e-commerce gains momentum as pharmacy sales shift online

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Value is set to be driven by clean ingredients and convenience

Convenience and ease of use is set to shape innovation in paediatric consumer health

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