



# Paediatric Consumer Health in Canada

September 2023

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## Paediatric Consumer Health in Canada - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Concerns over shortages and out-of-home lifestyles push the demand for paediatric cough/cold remedies

Intense allergy seasons maintain interest in paediatric allergy remedies

Paediatric vitamins and dietary supplements see strong demand amid stabilisation

#### PROSPECTS AND OPPORTUNITIES

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