



**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
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