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Paediatric Consumer Health in Spain

October 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

- The category continues to be challenged by the birth rate
- Bayer Hispania leverages strong growth in paediatric vitamins and dietary supplements to gain ground
- Pharmacies offer security and expertise to win over parents

PROSPECTS AND OPPORTUNITIES

- Preventative health approach to boost the demand for paediatric vitamins and dietary supplements
- Herbal options to gain popularity and push new product development
- Population reshaping to influence new launches

CATEGORY DATA

- Table 1 - Sales of Paediatric Consumer Health by Category: Value 2020-2025
- Table 2 - Sales of Paediatric Consumer Health by Category: % Value Growth 2020-2025
- Table 3 - NBO Company Shares of Paediatric Consumer Health: % Value 2021-2025
- Table 4 - LBN Brand Shares of Paediatric Consumer Health: % Value 2022-2025
- Table 5 - Forecast Sales of Paediatric Consumer Health by Category: Value 2025-2030
- Table 6 - Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2025-2030

Consumer Health in Spain - Industry Overview

EXECUTIVE SUMMARY

- Consumer Health in 2025: The big picture
- Key trends in 2025
- Competitive landscape
- Channel developments
- What next for Consumer Health?

MARKET INDICATORS

- Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025
- Table 8 - Life Expectancy at Birth 2020-2025

MARKET DATA

- Table 9 - Sales of Consumer Health by Category: Value 2020-2025
- Table 10 - Sales of Consumer Health by Category: % Value Growth 2020-2025
- Table 11 - NBO Company Shares of Consumer Health: % Value 2021-2025
- Table 12 - LBN Brand Shares of Consumer Health: % Value 2022-2025
- Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2020-2025
- Table 14 - Distribution of Consumer Health by Format: % Value 2020-2025
- Table 15 - Distribution of Consumer Health by Format and Category: % Value 2025
- Table 16 - Forecast Sales of Consumer Health by Category: Value 2025-2030
- Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030

APPENDIX

- OTC registration and classification
- Vitamins and dietary supplements registration and classification
- Self-medication/self-care and preventive medicine
- Switches
- Summary 1 - OTC: Switches 2024-2025

DISCLAIMER

DEFINITIONS

SOURCES

Summary 2 - Research Sources

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