



Euromonitor
International

Paediatric Consumer Health in Finland

September 2025

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Paediatric Consumer Health in Finland - Category analysis

KEY DATA FINDINGS

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

PROSPECTS AND OPPORTUNITIES

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

The declining birth rate will limit volume growth, however, quality and innovation will drive value

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