



Euromonitor  
International

# Paediatric Consumer Health in Hungary

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Paediatric consumer health grows, despite demographic decline and inflationary pressures  
Bayer Hungária Kft leads in paediatric consumer health as brand strength and distribution widen  
Pharmacies remain dominant in paediatric consumer health, while retail e-commerce gains momentum

PROSPECTS AND OPPORTUNITIES

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Quality, sustainability, and prevention are set to shape paediatric consumer health preferences in Hungary

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DISCLAIMER

DEFINITIONS

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