



# Children and Health - US - February 2021

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## This report looks at the following areas:

- The impact of COVID-19 on managing children's health
- The role of managing children's health when normal social interactions resume
- How natural and functional ingredients can add value
- Maintaining interest in supporting children's immune system health



"The children's health market has strong reach, with nearly three quarters of parents giving their kids OTC pediatric remedies and VMS products, respectively. To that end, market sales have reached more than \$2.5 billion in 2020 and forecasted for steady growth over the next five years."

- **Andrea Wroble, Senior Research Analyst, Health & Wellness**

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THE CONSUMER – KEY TAKEAWAYS

- **The majority of children use OTC pediatric and VMS products**
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