

## **Market Analysis: Neonatology and Pediatrics Healthcare in London, UK**

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### **15th International Conference on Neonatology and Pediatrics**

To be held in London, UK on February 26-27, 2020, is purely focused on the medical practices, drugs used to treat the immature infants and the new technologies to improve therapeutic procedures in Neonatology and Pediatrics. This Conference will help to aware the people to prevent the neonatal diseases and promote the Neonatal and perinatal medical education with new ideas and discoveries.

The baby care industry is expected to grow at a significant rate of growth over the forecast period, as will many baby care products due to increasing product innovation, customization and prices. affordable baby care products worldwide. The growing demand for more transparency in the ingredients of generation Y baby care products has changed the market dynamics in recent years. To meet this consumer demand, the main market players have developed special collections of skin care and basic hygiene for infants. For example, Saje Natural Wellness, Azafran Organics and Babo Botanicals products offer gentle, moisturizing lotions, soaps and general care products based on natural and organic herbal ingredients.

### **Market growth:**

According to the Persistence Market Research report, the global market for new-born infant care equipment is expected to experience strong growth between 2017 and 2024. The global market for new-born infant care equipment is expected to reach \$ 2,686.7 million in revenue from here the end of 2024.. The international neonatal intensive care market should demonstrate the domination of North America envisaged to reach a CAGR of 5.2%. The growth in North America could be attributed to increased government funding and increased awareness of child care. The United States observed 517,400 premature births in 2016, according to a report by the World Health Organization (WHO). The country also has a high incidence of preterm births, according to the Centers for Disease Control and Prevention (CDC). In second place on the list of higher growth getters on the international neonatal intensive care market, Europe could increase considerably due to the strong presence of global companies introducing avant-garde techniques. The high preterm births in the region could be due to multiple pregnancies with artificial inseminations, late parenthood, high blood pressure and obesity.

Globally, every year the stubborn of neonate mortality is drastically increased. With the reference from WHO, 8.8 million deaths occur annually among infant and children in less than 5years of age. Due to Neonatal diseases around 36% neonatal death share occurred every year. The professionally-oriented educational training to cure neonatal diseases is vital to clinicians and clinical academics and that

will enhance the future generation, to be the key area for global health. In 2014, worldwide total pharmaceutical revenues had exceeded one trillion U.S. dollars for the first time. In 2017 the neonatal intensive care secured a revenue valuation of US \$5.9billion. By 2025, the global market for neonatal intensive care is expected to earn around US \$9 billion.

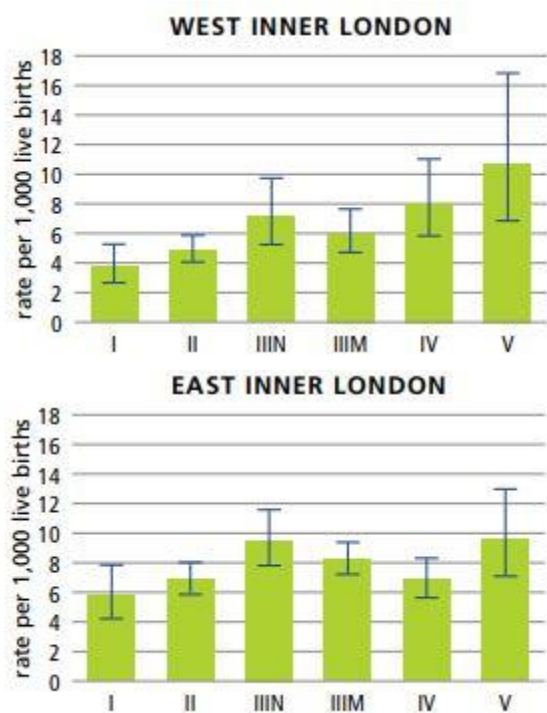
Product innovation drives growth in baby care product market.

The attractive packaging of baby food and innovation in product ingredients are influencing sales of baby care products worldwide. The decision to purchase baby care products is highly dependent on the nutrition of the products, the health benefits of the product, the suitability of the product for the skin and health of the baby, as well as the convenience of use. . and profitability in terms of value. The increase in allergies in children is driving demand for organic baby care products. In addition, the growing number of working mothers around the world is also stimulating the market, as it has approved increased purchasing power and significantly higher spending on baby care products.

Fast growing baby food and drink due to highly nutritious baby food, baby food and beverages are expected to stimulate market growth over the forecast period. The main players in the childcare market are inspired by the adult market in terms of innovation in food products and personal care. The demand for high quality nutritious baby food is pushing parents to pay higher prices for high quality baby food. The supermarket distribution channel is experiencing significant growth in sales of baby food and beverages.

In London there are more factors known to be associated with a higher risk for infants. Factors such as Low socio-economic status, Maternal age (<20yrs and >35yrs), Not breast feeding, Poor maternal nutrition, Maternal obesity, Late booking for antenatal care, uncontrolled smoking and alcohol conception at the time of pregnancy, Maternal morbidity (diabetes, hypertension) and Low birth weight. People should decrease smoking at the time of pregnancy and improve the quality of antenatal care is required to prevent form the above risk factors.

## Market Analysis



The ONS classification Groups found that East Inner London and West Inner London both had comparatively higher Infant mortality rates by Social Class. Compared to other region of England, London had a higher infant mortality rate for babies born outside marriage and registered by the mother alone. The levels of deprivation and prevalence of low birth weight in London is 7.5%. Between 2007-2009 the infant mortality rate in London is 4.4%.

As per the statistical report from The New York Times, United Kingdom has manufactured approximately 20 per cent of the world's best-selling drugs. According to the Office for National Statistics, between 2008 and 2014, up to £8 billion annual revenue was generated by the pharmaceutical sector and its total worth is nearly £30 billion. So, the contribution of the pharmaceutical sector has essentially raised the revenue, for the growth of the national economy. The recent market research has shown that, in 2018, the sector will have grown by 2 per cent and there is a positive progressive growth in the pharmaceutical sector. The production of generic drugs, small molecules, therapeutic proteins, and other specialist services are performed as an important sub-sectors in London.

### Top leading pharmaceutical companies in London:

- GlaxoSmithKline
- Merck & Co
- AstraZeneca
- Bristol-Myers Squibb company
- Aspar Pharmaceuticals

- Oxford Pharma science

### Neonatal Associations, Societies and organisation in London:

- Neonatal Nurses Association
- The Neonatal Society
- Bliss Baby Charity
- The British Association of Perinatal Medicine
- Royal College of Paediatrics and Child Health
- The Paediatric Mental Health Association
- The British Association for Child and Adolescent Public Health