

Digestive Remedies in Turkey

Market Direction | 2022-09-26 | 23 pages | Euromonitor

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Report description:

Sales of digestive remedies are supported by the ongoing levels of stress in Turkish consumers, provoking or exacerbating stomach-related ailments. Stress and anxiety trigger contractions in the gastrointestinal tract, leading to these stress-related digestive problems, which in turn drives increased demand for digestive remedies. Whilst this was notable during the era of the pandemic for obvious reasons (albeit the enhanced personal hygiene and isolation did prevent the spread of infectious gas...

Euromonitor International's Digestive Remedies in Turkey report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Diarrhoeal Remedies, IBS Treatments, Indigestion and Heartburn Remedies, Laxatives, Motion Sickness Remedies, Paediatric Digestive Remedies.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Digestive Remedies market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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KEY DATA FINDINGS

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The preference for traditional home-made digestive remedies continues to decrease

Dominant position of Bayer Turk Kimya Sanayi continues, thanks to high brand recognition

PROSPECTS AND OPPORTUNITIES

Probiotic packaged food will continue to pose a strong challenge, as consumers seek to improve their diets

Continued growth expected, with the biggest threat coming from Rx products

Convenience and efficacy are key factors to growth

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