

Digestive Remedies in Guatemala

Market Direction | 2022-10-06 | 22 pages | Euromonitor

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Report description:

As consumers return to normal food and eating habits outside the home, demand for digestive remedies has recovered with current value sales surpassing pre-pandemic levels in 2022. Diarrhoeal remedies is among the most dynamic subcategories helping to fuel a recovery in value sales. Bayer SA has made considerable investments enabling a recovery in volume sales through trade marketing, advertising and sales promotions. Moreover, digestive remedies is reaping the benefits of the considerable innova...

Euromonitor International's Digestive Remedies in Guatemala 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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Pepto-Bismol retains leading brand position

Bayer adopts marketing strategy to promote whole Alka Seltzer family

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Self-medication/self-care and preventive medicine

Switches

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