

Digestive Remedies in Thailand

Market Direction | 2022-10-07 | 27 pages | Euromonitor

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Report description:

Demand for digestive remedies dropped during 2020 following the outbreak of COVID-19 with only a partial recovery seen in 2021, in current value terms. Due to COVID-19 and the measures introduced to contain it consumers spent more time at home, which meant they also cooked and prepared more meals at home. This helped to limit digestive complaints, with consumers exercising strict hygiene around the home. Additionally, consumers are generally less likely to indulge themselves when eating home-coo...

Euromonitor International's Digestive Remedies in Thailand 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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DIGESTIVE REMEDIES IN THAILAND

KEY DATA FINDINGS

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A return to more busy and stressful lifestyles and unhealthy eating habits feeding demand for digestive remedies

Increased travel benefiting sales while pharmacies remains the dominant distribution channel

Competition remains fierce with players investing in marketing and new product development in an effort to stay ahead

PROSPECTS AND OPPORTUNITIES

As consumers lead healthier lifestyles this could limit demand for digestive remedies

Return to busy, stressful lifestyles should increase demand for digestive remedies

Antacids expected to remain a firm favourite for providing fast and effective relief

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Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

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