

Digestive Remedies in Nigeria

Market Direction | 2022-10-11 | 23 pages | Euromonitor

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Report description:

Shifting lifestyles, driven by urbanisation, are leading to poor diets involving rising levels of junk food, and a move away from breastfeeding infants. This drives up demand for digestive remedies. The category also sees demand boosted by the hectic character of modern lifestyles and engagement in stressful and muscle straining work. Challenging economic conditions also play a part in driving demand for digestive remedies, as consumers experience greater stress, look to work increased hours, an...

Euromonitor International's Digestive Remedies in Nigeria 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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KEY DATA FINDINGS

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Unhealthy lifestyles and poor diets expected to fuel category growth

Local players continue to lead

Chemists/pharmacies channel continues to dominate distribution

PROSPECTS AND OPPORTUNITIES

Price remains a significant factor in the purchasing decision, and the rise therein risks dampening sales

Players in the industry expect to develop their distribution networks in order to expand their customer bases

Sales are expected to be led by innovation - particularly within antacids

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Vitamins and dietary supplements registration and classification

Vitamins and dietary supplements are advertised under the same rules as OTC medicines.

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DISCLAIMER

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