

Digestive Remedies in China

Market Direction | 2023-09-21 | 23 pages | Euromonitor

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Report description:

In 2023, the prevalence of the XBB strain of COVID-19 in China, which typically presents with gastrointestinal discomfort and diarrhoea symptoms, has led to the rising popularity of digestive remedies, with the overall category set to achieve high single-digit growth. Within digestive remedies, diarrhoeal remedies is set to see the most dynamic current value growth in 2023, with related medications briefly going out of stock in the first quarter of the year, and the category projected to witness...

Euromonitor International's Digestive Remedies in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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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Euromonitor International
September 2023

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Herbal/traditional digestive remedies are increasingly favoured by consumers
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