

Digestive Remedies in Estonia

Market Direction | 2023-09-22 | 22 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Digestive remedies is one of the smaller OTC categories in Estonia, encouraging less demand than vitamins and dietary supplements and analgesics, which most consumers use during periods of seasonal flu and colds. However, during 2022, the category is performing unexpectedly well as consumers have returned to their busy pre-pandemic lifestyles and often do not have time to eat healthily or regularly, thereby increasing demand for products that treat digestive ailments.

Euromonitor International's Digestive Remedies in Estonia 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.

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.

Table of Contents:

Digestive Remedies in Estonia
Euromonitor International
September 2023

List Of Contents And Tables

DIGESTIVE REMEDIES IN ESTONIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising demand with the return to busy pre-pandemic lifestyles

H2 blockers continue to lose ground

Brands suitable for both adults and children remain popular in Estonia

PROSPECTS AND OPPORTUNITIES

Rising health focus dampens future growth

Potential for paediatric digestive remedies

Digestive enzymes will continue to be popular

CATEGORY DATA

Table 1 Sales of Digestive Remedies by Category: Value 2018-2023

Table 2 Sales of Digestive Remedies by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Digestive Remedies: % Value 2019-2023

Table 4 LBN Brand Shares of Digestive Remedies: % Value 2020-2023

Table 5 Forecast Sales of Digestive Remedies by Category: Value 2023-2028

Table 6 Forecast Sales of Digestive Remedies by Category: % Value Growth 2023-2028

CONSUMER HEALTH IN ESTONIA

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 7 Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 8 Life Expectancy at Birth 2018-2023

MARKET DATA

Table 9 Sales of Consumer Health by Category: Value 2018-2023

Table 10 Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 11 NBO Company Shares of Consumer Health: % Value 2019-2023

Table 12 LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 13 Penetration of Private Label by Category: % Value 2018-2023

Table 14 Distribution of Consumer Health by Format: % Value 2018-2023

Table 15 Distribution of Consumer Health by Format and Category: % Value 2023

Table 16 Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 17 Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Self-medication/self-care and preventive medicine

Switches

Summary 1 OTC: Switches 2022-2023

DISCLAIMER

DEFINITIONS

SOURCES

Summary 2 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Digestive Remedies in Estonia

Market Direction | 2023-09-22 | 22 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-09
	Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com