

## **Digestive Remedies in Italy**

Market Direction | 2023-09-21 | 25 pages | Euromonitor

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### **Report description:**

Digestive remedies has been one of the most dynamic OTC categories with it being set to see high single-digit growth in current value terms in 2023. This is being fuelled by the dynamic performance of antacids, the largest product category within digestive remedies in value terms. Antacids recorded double-digit growth in current value terms in 2022 and this pattern has continued into 2023. Sales of antacids have benefited from consumers switching from some prescription products to OTC alternativ...

Euromonitor International's Digestive Remedies in Italy 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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Supply shortages of Rx products and a return to normality boosts sales of OTC antacids

Laxatives set to see a mild growth, boosted by prices increasing

Increase in travel plans boosting demand for motion sickness remedies and diarrhoeal remedies in 2023

#### PROSPECTS AND OPPORTUNITIES

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