

Digestive Remedies in Bulgaria

Market Direction | 2023-10-05 | 24 pages | Euromonitor

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Report description:

Marketers are increasingly focusing on educating consumers about digestive health, utilising both traditional and digital platforms. Given the sensitive nature of digestive health issues, campaigns are designed to be empathetic and non-intrusive. Packaging and labelling also play a crucial role, with a focus on clear instructions and benefits. Price points are also very important, with players looking to cater to a diverse consumer base with varying budgets. Bulgarian consumers are receptive to...

Euromonitor International's Digestive Remedies in Bulgaria 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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Traditional heavy diet and sedentary lifestyle of older generations support high demand

No-spa benefits from dual focus on female consumers and young people

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