

Digestive Remedies in the Netherlands

Market Direction | 2024-09-24 | 22 pages | Euromonitor

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Report description:

Digestive remedies remains a relatively small category in the Netherlands. This is partly due to consumers taking a cautious approach towards self-medication for digestive issues, which has resulted in limited new product development. However, recent years have seen a shift in behaviour, with more individuals opting for safe OTC solutions rather than consulting a doctor. Increased online and in-store advice is also helping consumers make informed choices about responsible self-medication.

Euromonitor International's Digestive Remedies in Netherlands report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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DIGESTIVE REMEDIES IN THE NETHERLANDS

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumer base for digestive remedies continues to grow, as consumers take greater control over symptom relief
Bayer retains its lead, with growing popularity of omeprazole as an active ingredient instrumental in driving demand
Private label set to make further gains in digestive remedies in 2024

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Manufacturers and retailers will encourage self-medication through educational efforts
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