

Digestive Remedies in Romania

Market Direction | 2024-10-18 | 22 pages | Euromonitor

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Report description:

The market for digestive remedies in Romania is set to continue to expand in 2024. An increasing number of consumers are experiencing gastrointestinal issues due to unhealthy eating habits, with factors such as high consumption of saturated fats and larger portion sizes contributing to these problems. Additionally, the return to hectic lifestyles has led to a rise in eating outside the home and on-the-go consumption, further exacerbating digestive discomfort. High rates of obesity and sedentary...

Euromonitor International's Digestive Remedies in Romania 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.

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.

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DIGESTIVE REMEDIES IN ROMANIA

KEY DATA FINDINGS

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Multifunctional solutions grow in importance

Antacids continue to gain traction, alongside specialised paediatric remedies

PROSPECTS AND OPPORTUNITIES

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Striking a balance between affordable and premium solutions will ensure market competitiveness

Pharmacists' influence will be key driver of growth

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Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

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