



Euromonitor  
International

# Digestive Remedies in Switzerland

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Positive growth, as consumers reconnect with their busy, pre-pandemic lifestyles
- Imodium leads fragmented category
- Pharmacies dominate distribution, due to strong consumer preference for expert guidance

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- Maturity and growing emphasis on gut health will reduce demand for digestive remedies
- Herbal/traditional digestive remedies offer increase competition
- E-commerce has growth potential

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Consumer Health in Switzerland - Industry Overview

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DISCLAIMER

DEFINITIONS

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