



# Digestive Remedies in Austria

October 2023

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## Digestive Remedies in Austria - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Digestive remedies sees declining demand as financial pressures take their toll on consumer spending  
Alka-Seltzer and Iberogast exit the market putting a further dent in the sales of digestive remedies in 2023  
Pharmacies losing share as consumers go in search of convenience

#### PROSPECTS AND OPPORTUNITIES

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### DISCLAIMER

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