



Euromonitor
International

Digestive Remedies in Malaysia

September 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Stressful lifestyles contribute to strong growth in antacids, while diarrhoeal remedies and laxatives are gaining traction
Domestic manufacturers ramp up their investment in digestive remedies
On-the-go formats accommodate time-pressed consumers

PROSPECTS AND OPPORTUNITIES

Trend towards busier lifestyles projected to spur growth in digestive remedies for adults, with paediatric treatments remaining niche
Demand on locally manufactured digestive remedies is anticipated to grow, thanks to their affordable prices
Convenience stores and forecourt retailers are poised for growing share of the market

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Consumer Health in Malaysia - Industry Overview

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DISCLAIMER

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