



# Digestive Remedies in Thailand

September 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Hectic lifestyles and work/life imbalance support strong performance of digestive remedies  
Self-medication trend increasingly popular in Thailand  
Local/herbal and alternative options are challenging leading global brands

PROSPECTS AND OPPORTUNITIES

Consumers' fast-paced lifestyles set to drive further use of digestive remedies  
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DISCLAIMER

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