



Euromonitor
International

Digestive Remedies in the Netherlands

September 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumer base for digestive remedies continues to grow, as consumers take greater control over symptom relief
Bayer retains its lead, with growing popularity of omeprazole as an active ingredient instrumental in driving demand
Private label set to make further gains in digestive remedies in 2024

PROSPECTS AND OPPORTUNITIES

Manufacturers and retailers will encourage self-medication through educational efforts
Resurgence of foreign travel will generate the need for preventative measures
Players will leverage artificial intelligence to enhance efficiency

CATEGORY DATA

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Consumer Health in the Netherlands - Industry Overview

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- What's next for consumer health?

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MARKET DATA

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DISCLAIMER

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