



Euromonitor
International

Digestive Remedies in Australia

September 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Cost-of-living concerns translate into more exclusive spending on essentials, at the expense of adopting healthier behaviours
Gastroenteritis emerges as uncomfortable downside of exiting lockdown, as rotavirus and cryptosporidiosis levels surge across the country
Reduced competition within diarrhoeal remedies benefits leading players

PROSPECTS AND OPPORTUNITIES

Health and wellness to remain a priority for Australians through both choice and necessity
Further scrutiny of digestive remedies marketed online as health and wellness solutions to adolescents possible over the forecast period
Chemist Warehouse and Sigma Healthcare proposed merger anticipated to rewrite relationships with dominant branded players within category

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Consumer Health in Australia - Industry Overview

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DISCLAIMER

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