



Digestive Remedies in Croatia

September 2023

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Digestive Remedies in Croatia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Unhealthy lifestyles support demand for laxatives
Significant rise in travel drives sales of motion sickness and indigestion remedies
Rising demand for herbal remedies

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Stress, unhealthy diets and ageing population ensure further growth
New formats, promotions and development of private label expected
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