

Digestive Remedies in Ireland

October 2024

Table of Contents

Digestive Remedies in Ireland - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth continues, while antacids maintains dominance amidst changing consumer preferences Rising demand for IBS treatments and proton pump inhibitors Return to normal travel patterns maintains growth for several categories

PROSPECTS AND OPPORTUNITIES

Growth likely to be limited as different pressures affect sales Potential challenges for established antacids brands Expanding role of rehydration solutions

CATEGORY DATA

Table 1 - Sales of Digestive Remedies by Category: Value 2019-2024
Table 2 - Sales of Digestive Remedies by Category: % Value Growth 2019-2024
Table 3 - NBO Company Shares of Digestive Remedies: % Value 2020-2024
Table 4 - LBN Brand Shares of Digestive Remedies: % Value 2021-2024
Table 5 - Forecast Sales of Digestive Remedies by Category: Value 2024-2029
Table 6 - Forecast Sales of Digestive Remedies by Category: % Value Growth 2024-2029

Consumer Health in Ireland - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2024: The big picture 2024 key trends Competitive landscape Retailing developments What next for consumer health?

MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024Table 8 - Life Expectancy at Birth 2019-2024

MARKET DATA

- Table 9 Sales of Consumer Health by Category: Value 2019-2024
- Table 10 Sales of Consumer Health by Category: % Value Growth 2019-2024
- Table 11 NBO Company Shares of Consumer Health: % Value 2020-2024
- Table 12 LBN Brand Shares of Consumer Health: % Value 2021-2024
- Table 13 Penetration of Private Label in Consumer Health by Category: % Value 2019-2024
- Table 14 Distribution of Consumer Health by Format: % Value 2019-2024
- Table 15 Distribution of Consumer Health by Format and Category: % Value 2024
- Table 16 Forecast Sales of Consumer Health by Category: Value 2024-2029
- Table 17 Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

APPENDIX

OTC registration and classification Vitamins and dietary supplements registration and classification Self-medication/self-care and preventive medicine Switches

DISCLAIMER

DEFINITIONS

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