

# **Digestive Remedies in the US**

September 2024

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### Digestive Remedies in the US - Category analysis

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#### 2024 DEVELOPMENTS

Digestive remedies continues to benefit from post-pandemic health changes and wellness-oriented product developments Digestive remedies direct-to-consumer disruptor brand Wonderbelly enters CVS Big brands and direct-to-consumer brands compete with product launches

#### PROSPECTS AND OPPORTUNITIES

Laxatives well-positioned for US demographic shifts

PPIs set to see significantly reduced consumer intake over the forecast period due to side-effects and substitutes Digestive support products positioned for women's health could witness heightened mergers and acquisitions activity

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# DEFINITIONS

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