



Euromonitor
International

Digestive Remedies in Lithuania

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Value growth driven by rising prices
- A Menarini Industrie Farmaceutiche Riunite maintains overall leadership
- Dosages increase as consumers seek sure results though volume sales remain limited by lack of significant innovation

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- Low but stable sales across category
- Widespread reflux will support antacids, and ageing population will drive value growth
- Limited local presence in competitive landscape

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Consumer Health in Lithuania - Industry Overview

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DISCLAIMER

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