

Digestive Remedies in Greece

September 2024

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Digestive Remedies in Greece - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Key withdrawal leads to changes in the competitive landscape of antacids Higher use of probiotics and return to travel norms inform demand trends Price hikes lead to strong retail value growth

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Rise in anxiety and stress levels create growth potential Changes in diet and nutrition habits to hamper need for digestive remedies Delivery formats to drive development

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DISCLAIMER

DEFINITIONS

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