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Digestive Remedies in Turkey

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Stress continues to be a main driver of stomach problems in Turkey
- The preference for traditional home-made digestive remedies has been decreasing
- The dominant position of Bayer Turk Kimya continues across 2024

PROSPECTS AND OPPORTUNITIES

- Sustained value growth as fast-paced lifestyles lead consumers to rely on medicines
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DISCLAIMER

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