



Digestive Remedies in Kazakhstan

September 2023

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Digestive Remedies in Kazakhstan - Category analysis

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2023 DEVELOPMENTS

The pandemic experience continues to boost digestive remedies

Multinationals dominate digestive remedies

National diet sustains demand for diarrhoeal remedies

PROSPECTS AND OPPORTUNITIES

Traditional dietary habits, a larger older population and busy lifestyles to underpin demand

Multinational branded players to retain their leadership, although a shift to generics is anticipated

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