



Euromonitor  
International

# Digestive Remedies in Italy

September 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Laxatives drives digestive remedies in Italy with osmotic products gaining traction amongst ageing population and remote workers  
Antacids sees moderate growth as ageing population and unhealthy habits take over  
Travellers' sickness remedies benefit from dual boost of inbound and outbound tourism

PROSPECTS AND OPPORTUNITIES

The digestive remedies category is set to adapt to wellness trend and new generations' needs  
Antacids category can expand by targeting growing reflux concerns  
Price conscious seniors may rethink digestive remedies spending as they face economic uncertainty

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Consumer Health in Italy - Industry Overview

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DISCLAIMER

DEFINITIONS

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