

# **Digestive Remedies in Slovenia**

October 2024

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### Digestive Remedies in Slovenia - Category analysis

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#### 2024 DEVELOPMENTS

Travel and rising demand drive further growth in a mature product area Unhealthy eating habits continue to support sales Polarisation as both premium herbal products and affordable economy options are increasingly sought

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Stable demand for digestive remedies supported by busy lifestyles and poor eating habits Indigestion and heartburn will remain prevalent health conditions Growing interest in holistic and preventive approaches challenge sales

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## DEFINITIONS

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