

Digestive Remedies in South Korea

September 2024

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Digestive Remedies in South Korea - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Herbal/traditional products have been gaining traction at a faster pace Convenience becomes key to success Improper use of digestive remedies as a hangover cure

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Paediatric ingestion and heartburn remedies faces further decline Rising trend of hybrid (herbal + non-herbal) digestive remedies Limited growth potential in digestive remedies

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DISCLAIMER

DEFINITIONS

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