



# Digestive Remedies in Norway

September 2023

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## Digestive Remedies in Norway - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Diarrhoeal remedies and motion sickness remedies thrive during the post-pandemic era

Reintroduction of famotidine-based histamines boosts the performance of H2 blockers

Greater attention to diet and hygiene undermines demand for digestive remedies

#### PROSPECTS AND OPPORTUNITIES

Lifestyle trends expected to remain relatively unfavourable to digestive remedies

Norway's ageing population presents opportunities for sales growth in key categories

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