

Digestive Remedies in Switzerland

November 2023

Table of Contents

Digestive Remedies in Switzerland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Busy lifestyles outside the home underpins stronger growth On-the-go lifestyles spur sales of antacids Imodium leads digestive remedies category

PROSPECTS AND OPPORTUNITIES

Maturity and healthier lifestyles to reduce demand for digestive remedies Herbal/traditional digestive remedies offers new sales opportunities E-commerce faces growth potential

CATEGORY DATA

Table 1 - Sales of Digestive Remedies by Category: Value 2018-2023
Table 2 - Sales of Digestive Remedies by Category: % Value Growth 2018-2023
Table 3 - NBO Company Shares of Digestive Remedies: % Value 2019-2023
Table 4 - LBN Brand Shares of Digestive Remedies: % Value 2020-2023
Table 5 - Forecast Sales of Digestive Remedies by Category: Value 2023-2028
Table 6 - Forecast Sales of Digestive Remedies by Category: % Value Growth 2023-2028

Consumer Health in Switzerland - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture 2023 key trends Competitive landscape Retailing developments What next for consumer health?

MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023Table 8 - Life Expectancy at Birth 2018-2023

MARKET DATA

- Table 9 Sales of Consumer Health by Category: Value 2018-2023Table 10 Sales of Consumer Health by Category: % Value Growth 2018-2023Table 11 NBO Company Shares of Consumer Health: % Value 2019-2023
- Table 12 LBN Brand Shares of Consumer Health: % Value 2020-2023
- Table 13 Penetration of Private Label in Consumer Health by Category: % Value 2018-2023
- Table 14 Distribution of Consumer Health by Format: % Value 2018-2023
- Table 15 Distribution of Consumer Health by Format and Category: % Value 2023
- Table 16 Forecast Sales of Consumer Health by Category: Value 2023-2028
- Table 17 Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX

OTC registration and classification Vitamins and dietary supplements registration and classification Self-medication/self-care and preventive medicine Switches Summary 1 - OTC: Switches 2022-2023

DISCLAIMER

DEFINITIONS

SOURCES

Summary 2 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/digestive-remedies-in-switzerland/report.