

Digestive Remedies in Croatia

September 2023

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Digestive Remedies in Croatia - Category analysis

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2023 DEVELOPMENTS

Unhealthy lifestyles support demand for laxatives

Significant rise in travel drives sales of motion sickness and indigestion remedies

Rising demand for herbal remedies

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Stress, unhealthy diets and ageing population ensure further growth

New formats, promotions and development of private label expected

Rising interest in diet, nutrition and probiotics may impact sales

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DISCLAIMER

DEFINITIONS

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