

Digestive Remedies in Costa Rica

September 2023

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Digestive Remedies in Costa Rica - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

An increase in eating out and travelling boosts the use of digestive remedies

The packaged food industry competes against consumer health products

Bayer Centroamérica y El Caribe and GlaxoSmithKline de Costa Rica SA (GSK) continue to lead

PROSPECTS AND OPPORTUNITIES

A small number of powerful brands will continue to be consumer's top choices

Smaller, cheaper formats win, aligning with consumers' disposable budgets

Increasing stress levels continue to push the need for digestive remedies

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