

Digestive Remedies in Hungary

October 2023

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Digestive Remedies in Hungary - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Overall demand improves but remains subdued due to the cost-of-living crisis

Need for digestive remedies limited by growing adoption of healthier dietary habits

Sanofi-Aventis retains its overall lead

PROSPECTS AND OPPORTUNITIES

Busier lifestyles and population ageing will stimulate demand Healthy eating trend likely to continue restricting growth potential Herbal/traditional varieties expected to gain popularity

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DISCLAIMER

DEFINITIONS

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