

Digestive Remedies in China

September 2023

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Digestive Remedies in China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Digestive remedies experiences high growth amidst the pandemic
Herbal/traditional digestive remedies are increasingly favoured by consumers
Penetration of e-commerce continues to rise

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Digestive remedies is saturated, and therefore has limited growth potential
Laxatives set to experience stronger competition from outside the category

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DISCLAIMER

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