

Digestive Remedies in Lithuania

October 2023

Table of Contents

Digestive Remedies in Lithuania - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Proton pump inhibitors gain share as Escadra rises in popularity International players continue to dominate, with limited local players available No significant innovation leads to limited results in 2023

PROSPECTS AND OPPORTUNITIES

Healthier living and less fatty foods challenge sales of digestive products

Digestive enzymes remain popular, with Mezym benefiting from being natural

The ageing population drives growth for digestive remedies

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 Lithuania - 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 2018-2023
- Table 8 Life Expectancy at Birth 2018-2023

MARKET DATA

- Table 9 Sales of Consumer Health by Category: Value 2018-2023
- Table 10 Sales of Consumer Health by Category: % Value Growth 2018-2023
- Table 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 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

DISCLAIMER

DEFINITIONS

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