

Digestive Remedies in India

November 2023

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Digestive Remedies in India - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Higher instances of eating restaurant food support growth
GSK Consumer Healthcare maintains its lead, followed by Dabur
Reduced sugar product claims and new product innovations drive growth

PROSPECTS AND OPPORTUNITIES

Competition from home remedies will continue to be a concern
E-commerce penetration set to rise, but at a slower pace
Increasing adoption of probiotics might hamper growth

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