

Digestive Remedies in Bulgaria

October 2023

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Digestive Remedies in Bulgaria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Heavy advertising continues to support sales Traditional heavy diet and sedentary lifestyle of older generations support high demand No-spa benefits from dual focus on female consumers and young people

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Growing popularity of probiotics to hinder sales growth Growing number of health conscious consumers likely to decrease demand E-commerce expected to continue to gain popularity among consumers

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DISCLAIMER

DEFINITIONS

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