

# Digestive Remedies in New Zealand

October 2023

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## Digestive Remedies in New Zealand - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Resurgence of dining out increases demand for digestive remedies

Poor diets with a lack of fibre result in indigestion and heartburn

Reckitt Benckiser maintains its lead in digestive remedies, ahead of Johnson & Johnson

#### PROSPECTS AND OPPORTUNITIES

More New Zealanders expected to resort to digestive remedies, due to poor diets

Improving gut health will be key focus of packaged food manufacturers and producers of dietary supplements

Consumer loyalty to their chosen remedies will remain an obstacle for smaller players

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