



Euromonitor
International

Digestive Remedies in Indonesia

September 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Affordability underpins demand growth

Herbal remedies strengthen consumer appeal

Intense competition limits value expansion

Chart 1 Value Sales 2021-2031

Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Affordable treatments expected to continue driving volume growth

Herbal innovation anticipated to expand consumer choice

Digital retail expansion set to heighten competitive pressure

Chart 1 Forecast Value Sales 2021-2031

Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Fragmented competitive landscape continues to support rivalry

Established brands maintain positions through accessibility and reach

Chart 1 Company Shares 2026

Chart 2 Brand Shares 2026

CHANNELS

Health and beauty specialists retain leadership through trust and product expertise

Grocery retailers support immediate and high-frequency purchases

E-commerce broadens access to specialised and herbal products

Chart 1 Retail Channels 2021-2026

PRODUCTS

Convenience and natural positioning shape innovation

Portable formats and holistic claims drive product development

Self-care habits and herbal appeal steer innovation

ECONOMIC CONTEXT

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Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031

Chart 2 Population by Generation 2026

Chart 3 Consumer Expenditure 2021-2031

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