

# Digestive Remedies in Malaysia

October 2023

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## Digestive Remedies in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

High-stress lifestyles contribute to strong growth in antacids  
On-the-go formats accommodate time-pressed consumers  
Domestic manufacturers ramp up their investment in digestive remedies

#### PROSPECTS AND OPPORTUNITIES

Trend towards busier lifestyles projected to spur growth in more convenient formats, including within motion sickness remedies  
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