KEY DATA FINDINGS

2023 DEVELOPMENTS
Rise in incidence of digestive problems
No-spa benefits from high level of brand recognition
Festive occasions lead to rise in demand

PROSPECTS AND OPPORTUNITIES
Shift to healthier diets and lifestyles could weaken demand
Price rises could be an issue for consumers
Potential for expansion in hypermarkets

CATEGORY DATA
Table 1 - Sales of Digestive Remedies by Category: Value 2018-2023
Table 2 - Sales of Digestive Remedies by Category: % Value Growth 2018-2023
Table 3 - NBO Company Shares of Digestive Remedies: % Value 2019-2023
Table 4 - LBN Brand Shares of Digestive Remedies: % Value 2020-2023
Table 5 - Forecast Sales of Digestive Remedies by Category: Value 2023-2028
Table 6 - Forecast Sales of Digestive Remedies by Category: % Value Growth 2023-2028

EXECUTIVE SUMMARY
Consumer health in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for consumer health?

MARKET INDICATORS
Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023
Table 8 - Life Expectancy at Birth 2018-2023

MARKET DATA
Table 9 - Sales of Consumer Health by Category: Value 2018-2023
Table 10 - Sales of Consumer Health by Category: % Value Growth 2018-2023
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Table 12 - LBN Brand Shares of Consumer Health: % Value 2020-2023
Table 13 - Distribution of Consumer Health by Format: % Value 2018-2023
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Table 15 - Forecast Sales of Consumer Health by Category: Value 2023-2028
Table 16 - Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX
OTC registration and classification
Vitamins and dietary supplements registration and classification
Self-medication/self-care and preventive medicine
Switches

DISCLAIMER

DEFINITIONS
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