

# Digestive Remedies in Vietnam

September 2023

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## Digestive Remedies in Vietnam - Category analysis

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#### 2023 DEVELOPMENTS

Digestive remedies continues to record strong performance in line with rising consumer awareness of importance of digestive health

Increasing activities outside of home contribute to strong growth of antacids

Sales of herbal/traditional digestive remedies continue to grow

#### PROSPECTS AND OPPORTUNITIES

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Probiotic supplements and probiotic yoghurt offer competition to category

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