

Digestive Remedies in Peru

October 2023

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Digestive Remedies in Peru - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Extensive rains and heat increase cases of digestive diseases

New line extensions and launches boost the image of digestive remedies

Vitamins and dietary supplements gain prominence over smaller categories of digestive remedies

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Price-to-quality ratios will continue to be of importance

Brands will continue to use specialised positioning over the forecast period

Return of unhealthy consumption habits provide growth opportunities for brands

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DISCLAIMER

DEFINITIONS

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