



Digestive Remedies in Israel

October 2025

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Digestive Remedies in Israel - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

High prevalence of digestive issues supports category
GSK Consumer Healthcare leads the category
Pharmacy channel consolidates its lead

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High prevalence of irritable bowel issues will fuel sales growth
No major product innovations are anticipated
Herbal/traditional remedies are likely to gain popularity

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