

Digestive Remedies in the US

September 2023

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Digestive Remedies in the US - Category analysis

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2023 DEVELOPMENTS

Natural digestive remedies and DTC digestive supplements have a rising online presence through social media and e-commerce

Switch to alternatives and lack of innovation drive decline for proton pump inhibitors

New entrant Wonderbelly shakes up antacids and enters national retail stores

PROSPECTS AND OPPORTUNITIES

From beauty to health: Intersection with ingestible beauty rooted in internal balance, blurring categories and expanding innovation

Consumers expected to experience more gut health issues, increasing potential for spending on digestive remedies

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