



Digestive Remedies in China

September 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Modern lifestyles and stress boost demand for digestive remedies

Indigestion and heartburn remedies retain their lead

Motion sickness remedies accelerate as travel rebounds

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Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Mainstream probiotics shift consumer habits and challenge legacy brands

AI-driven health platforms personalise treatment

Motion sickness remedies continue to gain ground

Chart 1 Forecast Value Sales 2021-2031

Chart 2 Forecast Value Sales by Category 2026-2031

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CR Sanjiu outpaces CR Jiangzhong with digital-first, youth-driven strategy

Chart 1 Company Shares 2026

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Pharmacies dominate sales due to high levels of consumer trust

JD Health and Tmall Health accelerate digital discovery for wellness

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