

Digestive Remedies in Denmark

September 2023

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2023 DEVELOPMENTS

Current value sales growth driven by inflation and a return to international travel in 2023

Strong presence of key brands makes it difficult for smaller players to break through

No significant innovation in a mature category

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Hectic pace of life may boost sales of digestive remedies in the coming years

Ageing population will help drive category growth

Pharmacies will hold onto value share but slowly lose ground to e-commerce

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