

Digestive Remedies in Turkey

October 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

- High stress levels increase the demand for antacids
- Increasing demand for probiotics poses a threat to digestive remedies
- Bayer Türk Kimya Sanayi ensures dominance of the multinational offer

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- Young adults to become a more important consumer base

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Consumer Health in Turkey - Industry Overview

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DISCLAIMER

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