

Digestive Remedies in the United Arab Emirates

September 2023

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Digestive Remedies in the United Arab Emirates - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

High prevalence of gastrointestinal disorders Social media raises awareness of gut health Growth of new formats to appeal to consumers

PROSPECTS AND OPPORTUNITIES

Rise of IBS in the United Arab Emirates set to drive growth for IBS treatments Lifestyle changes could challenge growth, but digestive remedies could also offer prevention Higher fragmentation and category blurring expected with the entry of niche products

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DISCLAIMER

DEFINITIONS

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