



Digestive Remedies in Canada

September 2022

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Digestive Remedies in Canada - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Growth accelerates across most subcategories in 2022 as a result of consumers returning to pre-COVID-19 habits

Paediatric diarrhoeal remedies records robust growth as products appeal to adults

Pharmaceutical companies innovate to offer more variety in dosage and convenience

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Distribution is set to remain concentrated in store-based channels

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