

# Digestive Remedies: Trends and Innovations

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## Abstracts

Digestive remedies is the third largest category in OTC drugs, with total global sales of USD17.1 billion in 2017, behind cough, cold, and allergy medications (CCAs) and analgesics. The global market for digestive remedies grew steadily at a CAGR of 2% in constant value terms over 2012-2017 and is projected to accelerate slightly to a CAGR of 3% between 2017 and 2022, driven largely by the growth of paediatric digestive remedies in China and Pedialyte in the US.

Euromonitor International's Digestive Remedies: Trends and Innovations global briefing examines the size, growth trends and potential opportunities in the Consumer Health market. The strategic analyses include assessing the impacts of changing regulations, research breakthroughs and public health concerns on both the market and leading companies. Consumer attitudes towards the products and their personal healthcare needs are also explored.

**Product coverage:** Allergy Care, Herbal/Traditional Products, OTC, Paediatric Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management and Wellbeing.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Consumer Health market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Introduction  
Global Overview  
Global overview  
Regional Analysis  
Regional analysis  
Trends to Watch  
Looking Ahead

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