

Digestive Remedies in Egypt

September 2023

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Digestive Remedies in Egypt - Category analysis

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2023 DEVELOPMENTS

Unhealthy eating habits increase the demand for digestive remedies
Sales boom due to an unknown cold and flu virus causing stomach upsets
Competitive landscape due to the wide variety of options available

PROSPECTS AND OPPORTUNITIES

Chronic diseases, hectic lifestyles and poor food choices support ongoing growth
Herbal medications and slimming teas boost growth across the forecast
With the potential for another price increase, generic options boost growth

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