

Digestive Remedies in Austria

October 2023

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Digestive Remedies in Austria - Category analysis

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2023 DEVELOPMENTS

Digestive remedies sees declining demand as financial pressures take their toll on consumer spending
Alka-Seltzer and Iberogast exit the market putting a further dent in the sales of digestive remedies in 2023
Pharmacies losing share as consumers go in search of convenience

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