

# Digestive Remedies in India

November 2023

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## Digestive Remedies in India - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Higher instances of eating restaurant food support growth  
GSK Consumer Healthcare maintains its lead, followed by Dabur  
Reduced sugar product claims and new product innovations drive growth

#### PROSPECTS AND OPPORTUNITIES

Competition from home remedies will continue to be a concern  
E-commerce penetration set to rise, but at a slower pace  
Increasing adoption of probiotics might hamper growth

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