

Digestive Remedies in Canada

September 2023

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Digestive Remedies in Canada - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Strong earlier demand dampens retail volume growth potential in 2023 New launch fits with need for convenient solutions for busy consumers More natural solutions enter the fray

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More stable demand trajectory expected in the forecast period Private label is set to remain an important presence in digestive remedies Threat from vitamins and dietary supplements is likely to grow

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DISCLAIMER

DEFINITIONS

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