

Digestive Remedies in Japan

October 2023

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Digestive Remedies in Japan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Digestive remedies on the path to recovery as consumers become more socially active again and resume their busy pre-pandemic lifestyles

Players focus on different audiences within motion sickness remedies as they look to capitalise on the renewed demand

Contrasting fortunes for diarrhoeal remedies and laxatives

PROSPECTS AND OPPORTUNITIES

A shrinking population and an increased focus on preventative health likely to hinder growth opportunities for digestive remedies

Motion sickness remedies still has scope for development as consumers start to travel again

Players could look to expand their reach to new target audiences

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