

# **Digestive Remedies in Azerbaijan**

September 2024

**Table of Contents** 

### Digestive Remedies in Azerbaijan - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Digestive remedies reports a further drop in demand in 2024 as sales continue to stabilise in the wake of the pandemic Brand loyalty persists despite the challenging economic environment Laxatives provides some relief in a challenging market

#### PROSPECTS AND OPPORTUNITIES

Digestive remedies expected to see a more stable performance over the forecast period Category maturity and consumers leading healthier lifestyles the main threats to growth Price-sensitive Azerbaijanis likely to seek out the best deals

#### CATEGORY DATA

Table 1 - Sales of Digestive Remedies by Category: Value 2019-2024Table 2 - Sales of Digestive Remedies by Category: % Value Growth 2019-2024Table 3 - NBO Company Shares of Digestive Remedies: % Value 2020-2024Table 4 - LBN Brand Shares of Digestive Remedies: % Value 2021-2024Table 5 - Forecast Sales of Digestive Remedies by Category: Value 2024-2029Table 6 - Forecast Sales of Digestive Remedies by Category: % Value Growth 2024-2029

#### Consumer Health in Azerbaijan - Industry Overview

#### EXECUTIVE SUMMARY

Consumer health in 2024: The big picture 2024 key trends Competitive landscape Retailing developments What next for consumer health?

#### MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024Table 8 - Life Expectancy at Birth 2019-2024

#### MARKET DATA

- Table 9 Sales of Consumer Health by Category: Value 2019-2024
- Table 10 Sales of Consumer Health by Category: % Value Growth 2019-2024
- Table 11 NBO Company Shares of Consumer Health: % Value 2020-2024
- Table 12 LBN Brand Shares of Consumer Health: % Value 2021-2024
- Table 13 Penetration of Private Label by Category: % Value 2019-2024
- Table 14 Distribution of Consumer Health by Format: % Value 2019-2024
- Table 15 Distribution of Consumer Health by Format and Category: % Value 2024
- Table 16 Forecast Sales of Consumer Health by Category: Value 2024-2029
- Table 17 Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

#### APPENDIX

OTC registration and classification Vitamins and dietary supplements registration and classification Self-medication/self-care and preventive medicine Switches

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## DEFINITIONS

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