

Digestive Remedies in the Philippines

September 2024

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Digestive Remedies in the Philippines - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Lifestyle factors support growth of convenient, portable formats, while natural formulations remain popular Government-sponsored digestive health education programmes boost awareness of digestive remedies International brands face increasing challenges from local rivals

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Hygiene challenges will persist in rural areas

Emerging lifestyle factors will continue to boost demand for digestive remedies

Rising levels of health awareness, supported by government initiatives, will continue to support demand

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