

# **Digestive Remedies in the Philippines**

October 2023

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### Digestive Remedies in the Philippines - Category analysis

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#### 2023 DEVELOPMENTS

Smaller, more convenient packs draw the attention of local consumers International brands face increasing challenges from local rivals Higher levels of education among local consumers support sales growth

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Motion sickness remedies to continue benefiting from the return of travel and tourism Rising health awareness among local consumers to continue supporting sales growth Emerging lifestyle factors set to continue boosting demand for digestive remedies

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