



Digestive Remedies in North Macedonia

October 2023

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Digestive Remedies in North Macedonia - Category analysis

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2023 DEVELOPMENTS

Price increases and inflation drive strong double-digit value growth in 2023
Poor diets and lifestyles continue to support demand
Strong brands, marketing and advertising ensure Krka Farma maintains its lead in 2023

PROSPECTS AND OPPORTUNITIES

Stable demand; however, declining population will hamper growth
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