



Euromonitor
International

Digestive Remedies in Egypt

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales in digestive remedies supported by ongoing awareness of the importance of gut health
Unhealthy eating habits contributes to increase demand for digestive aids
A highly fragmented category with a wide variety of options

PROSPECTS AND OPPORTUNITIES

Natural and herbal products will continue to be in demand
Busy lifestyles, poor economic factors and chronic diseases will continue to support demand
Inflationary pressures will continue to influence consumer purchasing behaviour

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Consumer Health in Egypt - Industry Overview

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DISCLAIMER

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