

# Digestive Remedies in Germany

September 2025

**Table of Contents** 

## Digestive Remedies in Germany - Category analysis

#### **KEY DATA FINDINGS**

#### 2025 DEVELOPMENTS

The effects of busy lifestyles and high media visibility support robust demand Bayer Vital and Sanofi-Aventis Deutschland compete fiercely for the top spot Online trend in the distribution of digestive remedies

## PROSPECTS AND OPPORTUNITIES

Hectic modern lifestyles to continue to push the use of digestive remedies Ageing population trend and natural ingredients offer growth opportunities Probiotics represent a challenge to digestive remedies

#### **CATEGORY DATA**

- Table 1 Sales of Digestive Remedies by Category: Value 2020-2025
- Table 2 Sales of Digestive Remedies by Category: % Value Growth 2020-2025
- Table 3 NBO Company Shares of Digestive Remedies: % Value 2021-2025
- Table 4 LBN Brand Shares of Digestive Remedies: % Value 2022-2025
- Table 5 Forecast Sales of Digestive Remedies by Category: Value 2025-2030
- Table 6 Forecast Sales of Digestive Remedies by Category: % Value Growth 2025-2030

# Consumer Health in Germany - Industry Overview

## **EXECUTIVE SUMMARY**

Consumer Health in 2025: The big picture

Key trends in 2025

Competitive landscape

Channel developments

What next for Consumer Health?

#### MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025

Table 8 - Life Expectancy at Birth 2020-2025

# MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2020-2025

Table 10 - Sales of Consumer Health by Category: % Value Growth 2020-2025

Table 11 - NBO Company Shares of Consumer Health: % Value 2021-2025

Table 12 - LBN Brand Shares of Consumer Health: % Value 2022-2025

Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2020-2025

Table 14 - Distribution of Consumer Health by Format: % Value 2020-2025

Table 15 - Distribution of Consumer Health by Format and Category: % Value 2025

Table 16 - Forecast Sales of Consumer Health by Category: Value 2025-2030

Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030

#### **APPENDIX**

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

Summary 1 - OTC: Switches 2024-2025

## DISCLAIMER

#### **DEFINITIONS**

## **SOURCES**

Summary 2 - Research Sources

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/digestive-remedies-in-germany/report.