

Digestive Remedies in Australia

September 2025

Table of Contents

Digestive Remedies in Australia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Digestive remedies benefits from heightened focus on the importance of gut health Australian shoppers stick to tried and tested brands Supermarkets and pharmacies continue to dominate sales

PROSPECTS AND OPPORTUNITIES

Demographic, lifestyle and health-related factors set to boost demand for laxatives Local consumers becoming more proactive in identifying and tracking diestive issues Increasing GLP-1 usage could have a positive impact on the category

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 Australia - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2025: The big picture

2025 Key trends

Competitive landscape

Retailing 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

DISCLAIMER

DEFINITIONS

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