



Euromonitor
International

Digestive Remedies in Israel

October 2025

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Digestive Remedies in Israel - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

High prevalence of digestive issues supports category
GSK Consumer Healthcare leads the category
Pharmacy channel consolidates its lead

PROSPECTS AND OPPORTUNITIES

High prevalence of irritable bowel issues will fuel sales growth
No major product innovations are anticipated
Herbal/traditional remedies are likely to gain popularity

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DISCLAIMER

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