



Digestive Remedies in Ireland

October 2025

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Digestive Remedies in Ireland - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Awareness of complex digestive issues contributes to category growth in 2025
Reckitt Benckiser benefits from flagship brand popularity
Pharmacies remain popular with bundle offers, loyalty schemes and tailored advice

PROSPECTS AND OPPORTUNITIES

Digestive remedies is expected to continue registering moderate growth
Technology will support awareness of lesser-known conditions, boosting e-commerce sales
Natural remedies set to benefit from perceived "gentle" efficacy

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