



# Digestive Remedies in Hungary

October 2025

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## Digestive Remedies in Hungary - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

The rising self-medication trend supports value growth in digestive remedies  
Sanofi-Aaventis strengthens its lead in digestive remedies through a wide portfolio and brand familiarity  
Pharmacies remain dominant, but retail e-commerce gains momentum in digestive remedies

#### PROSPECTS AND OPPORTUNITIES

Healthier lifestyles may slow demand, but price rises and promotions will sustain value growth  
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