



Euromonitor
International

Digestive Remedies in China

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Stable growth driven by lifestyle shifts and diverging consumer preferences
TCM and consumer trust ensure CR Jiangzhong maintains overall leadership in 2025
Pharmacies anchors digestive OTC sales as e-commerce rapidly expands

PROSPECTS AND OPPORTUNITIES

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Probiotics expansion poses challenges to long-term growth of OTC digestive remedies in China

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Consumer Health in China - Industry Overview

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DISCLAIMER

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