



Euromonitor  
International

# Digestive Remedies in Estonia

September 2025

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## Digestive Remedies in Estonia - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Reflux sufferers shift from withdrawn H2 blockers to PPIs and antacids

STADA leads, offering a broad portfolio of products

E-commerce growth supported by click and collect, home delivery, and ability to compare prices

#### PROSPECTS AND OPPORTUNITIES

Shift from H2 blockers to PPIs and an ageing population drive future growth

Convenience of digital prescription system and advanced e-health infrastructure

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