



Euromonitor
International

Digestive Remedies in Greece

October 2025

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Digestive Remedies in Greece - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising prices and shifting health behaviours shape the performance of digestive remedies in Greece

Sanofi-Aventis strengthens its leadership while Bionat SA records strong growth

Pharmacies maintain its lead in digestive remedies, although the channel loses share to retail e-commerce

PROSPECTS AND OPPORTUNITIES

Price increases and rising self-medication is set to support future growth

Limited scope for digital disruption while players focus innovation on convenience

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