



# Digestive Remedies in New Zealand

November 2025

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## Digestive Remedies in New Zealand - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Digestive remedies proves resilient amid poor dietary habits and rising demand for gut health support  
Multinational companies lead a loyalty-driven landscape, with brand consolidation most evident in more niche segments  
Supermarkets maintains its noteworthy distribution lead for digestive remedies sales in 2025

#### PROSPECTS AND OPPORTUNITIES

Digestive remedies faces struggles amid price pressure and food-led wellness trends  
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