



**Euromonitor
International**

Digestive Remedies in Japan

September 2025

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Digestive Remedies in Japan - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Digestive remedies sales bolstered by rising unit prices

Seirogan retains lead, while Travelmin continues anime collaboration and Aneron dispels supply concerns

New OTC strategy: alleviating hay fever symptoms through gut health improvement

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Digestive remedies market faces slowdown, boosted by exclusion of OTC-like drugs from public health insurance

Private label expansion intensifies price competition - established brand Seirogan looks to differentiate with experience value and survey-based promotion

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