



Euromonitor
International

Digestive Remedies in South Africa

October 2025

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Digestive Remedies in South Africa - Category analysis

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2025 DEVELOPMENTS

Gastrointestinal problems and growing interest in paediatric and herbal/traditional solutions push retail volume and value sales of digestive remedies

The competitive landscape remains highly fragmented

Pharmacists continue to exert a strong influence on consumers' purchasing decisions

PROSPECTS AND OPPORTUNITIES

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Growth potential through herbal/traditional digestive remedies as consumers adopt more holistic approaches

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