



Digestive Remedies in South Africa

October 2025

Table of Contents

Digestive Remedies in South Africa - Category analysis

KEY DATA FINDINGS

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

Health, demographic and consumer trends to increase the demand for digestive remedies
Growth potential through herbal/traditional digestive remedies as consumers adopt more holistic approaches
Hectic lifestyles provide fertile ground for unhealthy diets and the need for digestive remedies

CATEGORY DATA

- Table 1 - Sales of Digestive Remedies by Category: Value 2020-2025
- Table 2 - Sales of Digestive Remedies by Category: % Value Growth 2020-2025
- Table 3 - NBO Company Shares of Digestive Remedies: % Value 2021-2025
- Table 4 - LBN Brand Shares of Digestive Remedies: % Value 2022-2025
- Table 5 - Forecast Sales of Digestive Remedies by Category: Value 2025-2030
- Table 6 - Forecast Sales of Digestive Remedies by Category: % Value Growth 2025-2030

Consumer Health in South Africa - Industry Overview

EXECUTIVE SUMMARY

Consumer Health in 2025: The big picture
Key trends in 2025
Competitive landscape
Channel developments
What next for Consumer Health?

MARKET INDICATORS

- Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025
- Table 8 - Life Expectancy at Birth 2020-2025

MARKET DATA

- Table 9 - Sales of Consumer Health by Category: Value 2020-2025
- Table 10 - Sales of Consumer Health by Category: % Value Growth 2020-2025
- Table 11 - NBO Company Shares of Consumer Health: % Value 2021-2025
- Table 12 - LBN Brand Shares of Consumer Health: % Value 2022-2025
- Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2020-2025
- Table 14 - Distribution of Consumer Health by Format: % Value 2020-2025
- Table 15 - Distribution of Consumer Health by Format and Category: % Value 2025
- Table 16 - Forecast Sales of Consumer Health by Category: Value 2025-2030
- Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030

APPENDIX

OTC registration and classification
Vitamins and dietary supplements registration and classification
Self-medication/self-care and preventive medicine
Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 - Research Sources

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