



**Euromonitor
International**

Digestive Remedies in Israel

October 2025

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Digestive Remedies in Israel - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

High prevalence of digestive issues supports category

GSK Consumer Healthcare leads the category

Pharmacy channel consolidates its lead

PROSPECTS AND OPPORTUNITIES

High prevalence of irritable bowel issues will fuel sales growth

No major product innovations are anticipated

Herbal/traditional remedies are likely to gain popularity

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DISCLAIMER

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