



Digestive Remedies in Hungary

October 2025

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Digestive Remedies in Hungary - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

The rising self-medication trend supports value growth in digestive remedies

Sanofi-Aaventis strengthens its lead in digestive remedies through a wide portfolio and brand familiarity

Pharmacies remain dominant, but retail e-commerce gains momentum in digestive remedies

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Healthier lifestyles may slow demand, but price rises and promotions will sustain value growth

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