



Euromonitor
International

Digestive Remedies in Estonia

September 2025

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Digestive Remedies in Estonia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Reflux sufferers shift from withdrawn H2 blockers to PPIs and antacids

STADA leads, offering a broad portfolio of products

E-commerce growth supported by click and collect, home delivery, and ability to compare prices

PROSPECTS AND OPPORTUNITIES

Shift from H2 blockers to PPIs and an ageing population drive future growth

Convenience of digital prescription system and advanced e-health infrastructure

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