



Euromonitor
International

Digestive Remedies in New Zealand

November 2025

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Digestive Remedies in New Zealand - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Digestive remedies proves resilient amid poor dietary habits and rising demand for gut health support

Multinational companies lead a loyalty-driven landscape, with brand consolidation most evident in more niche segments

Supermarkets maintains its noteworthy distribution lead for digestive remedies sales in 2025

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Digestive remedies faces struggles amid price pressure and food-led wellness trends

Gut health awareness and interest in probiotics is revealed to be high among NZ netizens according to global study by Italian university

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