

Gastrointestinal Remedies - US - July 2014

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"GI remedy sales are expected to remain flat in the coming years. To boost sales and address consumer tendency to not treat or use alternative remedies, companies must look to brand extension within the natural realm, improve consumer education, and leverage OTC remedies..."

– Molly Maier, Category Manager, Health, Household, Beauty & Personal Care

This report looks at the following areas:

- Addressing competitive threats: alternative remedies and non-treatment
- Knowledge is power
- Let's talk about stress

A strong, steady consumer base provides a solid foundation for the GI remedies market; however, as a mature market, any significant growth remains elusive.

This report provides information on how sufferers treat ailments, manage digestive health, and common causes for GI issues. Also discussed are information sources consumers turn to when they looking for GI remedies. This can help marketers determine how to target messaging toward particular users.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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