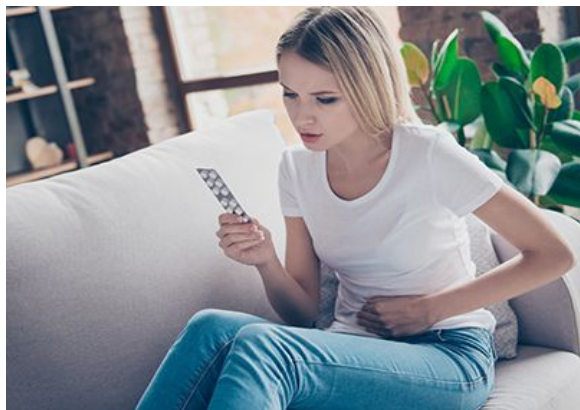


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“In a mature market, finding growth can be a challenge. Gastrointestinal remedies has faced this issue, but brands have benefited from an increase in consumers seeking to alleviate GI symptoms arising from stress, IBS and shifts in dietary habits.”

– Hera Crossan, Research Analyst

This report looks at the following areas:

- **Rising stress levels affecting GI health**

The GI (gastrointestinal) remedies market is forecast to continue on its growth trajectory in 2018.

Although the market is broadly a mature one, marked by low levels of true NPD (New Product Development), pockets of faster growth remain. For example, remedies for IBS (irritable bowel syndrome) represent a growth area, as more people are diagnosed – or indeed self-diagnose – with the condition, whilst rising levels of stress are expected to drive GI complaints and subsequently sales of products to help ease symptoms.

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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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