

## Gastrointestinal Remedies - UK - November 2013

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“Consumers reactionary rather than precautionary approach to digestive health has hindered the market in the past. This highlights an opportunity for encouraging people to take a more proactive approach to their digestive health, particularly as there is a high interest in products that prevent issues from occurring in the first place.”

– Roshida Khanom, OTC and Personal Care Analyst

This report looks at the following areas:

- What role does own-label have in this category?
- Why are people reluctant to take gastrointestinal remedies?
- What are the opportunities for new innovations?
- How will growth of the over-65s impact the category?

The gastrointestinal remedies market has seen a decline in sales historically, but is predicted to see some growth in 2013, driven by branded products. This is a category where own-label has a lower influence than in other health categories, although a third of people agree that own-label remedies are just as good as branded ones.

Growth of the market has been hindered by consumer reluctance to take remedies; the majority of people either prefer to do nothing and let their symptoms run their course naturally or manage their symptoms using diet. As a result, 30% of people agree that they only use non-prescription gastrointestinal remedies when absolutely necessary. Over-65s and women are more likely to treat their symptoms with non-prescription remedies.

Interest in new products offers opportunities for the market. Half of people are interested in preventative measures, and with six in 10 people interested in snacks or drinks that aid digestive issues, brands could extend their product ranges. By extending ranges to include snacks or drinks that aid digestive health and help maintain a healthy digestive system, consumers can be encouraged to take a more precautionary approach to their digestive health. Additionally, it could also be a way to encourage engagement with a brand prior to suffering from a gastrointestinal complaint.

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