

## Gastrointestinal Remedies - UK - November 2012

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“The outlook for the gastrointestinals market is lacklustre with value sales struggling to gain momentum hampered by low and declining usage, lack of targeted product development and own label activity. However, there are stimuli that could positively shape the market but brands need to radically review the orientation of launch activity and inject more creativity and innovation into the category.”

– **Alexandra Richmond, Head of Beauty and Personal Care**

### In this report we answer the key questions:

- **What can be done to narrow the gap between suffering and usage?**
- **How can the market encourage greater usage?**
- **How to better meet the need for advice, guidance and diagnosis?**
- **How to harness the influence of friends and family?**

This report analyses the market for all types of indigestion and stomach remedies available OTC, which together constitute the gastro-intestinal (GI) remedies market.

The five main categories are as follows:

- Indigestion/heartburn remedies range from simple antacids such as Rennie or wind relief such as Setlers or Wind-eze to more potent medication such as Gaviscon or Zantac.
- Laxatives relieve constipation and work in one of several ways, either by introducing fibre to the bowel, stimulating the bowel, or softening stools.
- Anti-diarrhoeals are usually opiate-based to slow down the movement of waste through the bowel, and/or kaolin to add bulk to the waste and neutralise bacteria. This segment also includes rehydrating solutions, or electrolyte solutions, which replace the fluid and salts lost when suffering from diarrhoea.
- Typical stomach upset remedies, for example, Alka-Seltzer or Andrews relieve general nausea and settle the stomach.
- IBS (irritable bowel syndrome) products provide symptomatic relief for the spasms and bloating which are typical of IBS. Many of these products, such as Colpermin, are based on peppermint oil, which is naturally soothing for gastro-intestinal problems.

This report covers only OTC (non-prescription) medication.

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