



Euromonitor  
International

# Digestive Remedies in Japan

September 2025

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## Digestive Remedies in Japan - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Digestive remedies sales bolstered by rising unit prices

Seirogan retains lead, while Travelmin continues anime collaboration and Aneron dispels supply concerns

New OTC strategy: alleviating hay fever symptoms through gut health improvement

#### PROSPECTS AND OPPORTUNITIES

Digestive remedies market faces slowdown, boosted by exclusion of OTC-like drugs from public health insurance

Private label expansion intensifies price competition - established brand Seirogan looks to differentiate with experience value and survey-based promotion

Switching to OTC and promoting self-medication key to market expansion

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### DISCLAIMER

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