

Table of Contents

Executive summary	9	China (cont.)	
Global overview	10	Antidiarrhoeals	61
Competitive landscape	14	Probiotics	64
Category analysis: Laxatives	17	Outlook	68
Category analysis: Antidiarrhoeals	22	France	69
Category analysis: Antispasmodics & IBS	27	Overview	69
Category analysis: Probiotics	32	Laxatives	72
Outlook	37	Antidiarrhoeals	76
Brazil	40	Antispasmodics & IBS remedies	79
Overview	40	Probiotics	81
Laxatives	43	Outlook	85
Antidiarrhoeals	47	Germany	86
Antispasmodics & IBS remedies	49	Overview	86
Probiotics	50	Laxatives	89
Outlook	54	Antidiarrhoeals	92
China	55	Antispasmodics & IBS remedies	94
Overview	55	Probiotics	95
Laxatives	58	Outlook	100

Table of Contents

India	101	Japan (cont.)	
Overview	101	Antispasmodics & IBS remedies	139
Laxatives	104	Probiotics	140
Antidiarrhoeals	107	Outlook	144
Antispasmodics & IBS remedies	110	Mexico	145
Probiotics	111	Overview	145
Outlook	115	Laxatives	148
Italy	116	Antidiarrhoeals	151
Overview	116	Antispasmodics & IBS remedies	154
Laxatives	119	Probiotics	156
Antidiarrhoeals	122	Outlook	161
Antispasmodics & IBS remedies	124	Russia	162
Probiotics	126	Overview	162
Outlook	130	Laxatives	165
Japan	131	Antidiarrhoeals	168
Overview	131	Antispasmodics & IBS remedies	171
Laxatives	134	Probiotics	173
Antidiarrhoeals	137	Outlook	177

Table of Contents

USA	178	Global outlook	238
Overview	178	Prospects for lower GIs	239
Laxatives	181	Spotlight on prospects for probiotics	241
Antidiarrhoeals	186	Regional outlook	242
Probiotics	190	Opportunities & threats	249
Outlook	196		
Selected countries in brief	197		
Australia	197		
Canada	204		
Poland	210		
Spain	216		
UK	222		
Brand case studies	228		
Innovation spotlight	229		
Biostime	233		
Metamucil	235		