

# **Upper GIs**

## **Investigating the Self-Care market for Upper Gastrointestinals**

**(308 pages)**

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*Germany forecast upper GIs sales 2021-26*

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More marketers are positioning their brands to prevent hangovers and be used for detox

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*Indonesia forecast upper GIs sales 2021-26*

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*Italy forecast upper GIs sales 2021-26*

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RB sales plummet after boycott of products

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*South Korea forecast upper GIs sales 2021-26*

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*UK forecast upper GIs sales 2021-26*

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Brands must overcome the private label challenge  
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**Scientific Studies (10 pages)**

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Non-Alcoholic Fatty Liver Disease  
Curcumin  
Omega-3  
Glutamine may protect against NASH progression  
Liver health – Hangover remedies  
Dihydromyricetin  
Nutrient-rich supplement claims to counter the causes of a hangover  
Proton Pump Inhibitors (PPIs)  
Key Global Switch Activity for PPIs  
PPIs & bone fractures  
PPIs & dementia  
PPIs & mortality  
New technology offers some solutions to GI problems  
Scientific studies stress the necessity of liver health supplements as consumer habits impact health

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**Eno (GSK) (2pp)**

*Eno upper GIs sales 2012-16*  
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**Essentiale (Sanofi) (2pp)**

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**Gaviscon (RB, others) (2pp)**

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**Nexium (Pfizer) (2pp)**

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*Asia-Pacific forecast upper GIs sales 2021-26*

*North America forecast upper GIs sales 2021-26*

*Western Europe forecast upper GIs sales 2021-26*

*C&E Europe forecast upper GIs sales 2021-26*

*Latin America forecast upper GIs sales 2021-26*

PPIs segment exists in many markets, although key gaps remain

Opportunities & threats