

Table of contents

Executive Summary	9	Brazil	42
Global upper GIs market	9	Overview	42
Antacids	12	Antacids	46
H2 antagonists struggling to find a niche in many markets	16	Antiflatulents	49
Antiflatulents	17	Digestive enzymes	50
Antinauseants	18	Liver & bile remedies	52
Digestive enzymes	20	Outlook	54
Liver & bile remedies	21	Canada	55
New Product Development driving sales in some markets	24	Overview	55
Leading marketers & brands	25	Antacids	59
Scientific studies	28	Antiflatulents	63
Global outlook for upper GIs	29	Antinauseants	64
Australia	30	Digestive enzymes	65
Overview	30	Outlook	66
Antacids	34	China	67
Antinauseants	37	Overview	67
Digestive enzymes	38	Antacids	72
Liver & bile remedies	39	Antinauseants	77
Outlook	41	Digestive enzymes	79

Table of contents

China (cont.)

Liver & bile remedies	80
Other GIs	83
Outlook	84

France

85

Overview	85
Antacids	89
Antiflatulents	92
Antinauseants	94
Digestive enzymes	96
Liver & bile remedies	97
Outlook	99

Germany

100

Overview	100
Antacids	104
Antiflatulents	108
Antinauseants	110
Digestive enzymes	112
Liver & bile remedies	115

Germany (cont.)

Other GIs	118
Outlook	119

India

120

Overview	120
Antacids	124
Digestive enzymes	130
Liver & bile remedies	132
Other GIs	135
Outlook	137

Indonesia

138

Overview	138
Antacids	142
Antinauseants	146
Digestive enzymes	147
Liver & bile remedies	148
Outlook	150

Table of contents

Italy	151	Poland (cont.)	
Overview	151	Liver & bile remedies	195
Antacids	155	Outlook	197
Antiflatulents	160	Russia	198
Antinauseants	163	Overview	198
Digestive enzymes	165	Antacids	203
Liver & bile remedies	167	Antiflatulents	207
Outlook	170	Antinauseants	209
Japan	171	Digestive enzymes	211
Overview	171	Liver & bile remedies	214
Antacids	175	Outlook	218
Antinauseants	180	S Korea	219
Other Gis	182	Overview	219
Outlook	183	Antacids	223
Poland	184	Antiflatulents	228
Overview	184	Antinauseants	229
Antacids	188	Digestive enzymes	230
Antiflatulents	191	Liver & bile remedies	233
Antinauseants	193	Other GIs	237
Digestive enzymes	194	Outlook	239

Table of contents

UK	240	Scientific Studies (cont.)	
Overview	240	Proton pump inhibitors	280
Antacids	244	Key global switch activity for PPIs	281
Antiflatulents	249	New technology offers some solutions	284
Antinauseants	251	Conclusion	285
Digestive enzymes	252	Brand Case Studies	286
Liver & bile remedies	253	Dramamine	286
Outlook	254	Eno	287
USA	255	Essentiale	289
Overview	255	Gaviscon	291
Antacids	259	Maalox	293
Antiflatulents	267	Nexium	295
Antinauseants	270	Pepcid	297
Digestive enzymes	272	Talcid	298
Liver & bile remedies	274	Outlook	299
Outlook	275	Global outlook for upper GIs	299
Scientific Studies	276	Outlook across key markets	300
Introduction	276	PPIs segment exists in many markets, although key gaps remain	307
Liver health	277	Opportunities & Threats	308
Liver health – Hangover remedies	279		