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Evolution of antacid powders in market

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By **Pooja Yadav** | July 13, 2021



evolution-of-antacid-powders-in-market

> WordPress post #12600

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Gas, acidity and indigestion are common but unavoidable problems that people usually face. A range of digestive issues like bloating, gaseousness, acidity, acid reflux, heartburn have increased among the different age groups of people. The primary reason behind this is the

change in lifestyle- resulting in a higher prevalence of these problems.

There are several reasons which contribute to acidity. Factors like improper patterns of eating, excessive consumption of spicy or oily food, lack of physical activity, not drinking adequate water thus, causing dehydration are a few common reasons.

This has led people to have quick and smart options to get instant relief. More and more people are relying upon natural ingredients like Jeera, Ajwain to get relief from all these problems.

With the change in time, the market has evolved and nowadays the antacids market comprises acid neutralisers which are used to neutralise stomach acid, and treat acid reflux, heartburn and indigestion.

In the acid neutralised market, mouth-melting antacid is an emerging trend in the industry. These were accessible in tablet, liquid and powder form until now. While most of the brands use artificially flavoured, natural antacids are now entering the market.

As per the reports, the antacids market is anticipated to witness considerable growth from 2022-2031. A significant driver for the growth of the antacids market includes deskbound jobs, poor quality of sleep and irregular dietary habits, which result in an increase in acidity level of the stomach and lead to gastroesophageal reflux sickness.

In the recent times, there is a significant growth in e-commerce that is likely to augment the demand for antacids through online retailing. Due to the growing geriatric population and lifestyle changes leading to gastrointestinal problems, there has been a growing trend toward self-medication. This results, increase in the demand for over-the-counter digestive products, such as antacids.

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