

# Global Digestive Health Products Market Size study & Forecast, by Product (Dairy Products, Bakery & Cereals, Non-alcoholic Beverages, Supplements, Others), By Ingredient (Prebiotics, Probiotics, Food Enzymes), and Regional Analysis, 2023-2030

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## Abstracts

Global Digestive Health Products Market is valued approximately at USD XX billion in 2022 and is anticipated to grow with a healthy growth rate of more than 8.3% over the forecast period 2023-2030. The Digestive Health Products market involves a range of goods and supplements designed to support and improve the digestive system's functioning. These products may include dietary supplements, probiotics, prebiotics, enzymes, fiber supplements, and other functional foods and beverages formulated to promote digestive wellness. The market also covers items targeting specific digestive issues such as bloating, indigestion, irritable bowel syndrome (IBS), constipation, and diarrhea. The market growth is driven by key factors such as growing demand for fortifying and nutritional food additives, rising awareness about improved health, and high consumer demand for food items.

For instance, Inin 2022, probiotic products accounted for approximately 16.7% of the South Korean health functional food market, as reported by the Ministry of Food and Drug Safety of the Republic of Korea and the National Food Safety Information Service. Furthermore, manufacturers are integrating innovative strains into supplements to provide high-quality products that offer additional immunity benefits. With the increasing growing incidence of mastitis among breastfeeding women, prominent players in the industry are introducing probiotics specifically tailored for this demographic. For instance, in July 2023, Danone introduced Almimama, a probiotic supplement designed for breastfeeding women to help prevent mastitis. Furthermore, the increasing prevalence of unhealthy dietary patterns and sedentary lifestyles is driving the demand

for digestive dairy products as consumers seek ways to enhance their health and overall well-being. In response to this demand, manufacturers are introducing innovative products offering multiple digestive health benefits. For example, in July 2021, Biocatalysts Ltd. unveiled Lipomod 4MDP (L004MDP), an enzyme specifically formulated for the dairy flavor market. This enzyme is adept at producing significant quantities of short-chain fatty acids while minimizing the production of medium- to long-chain fatty acids. This distinctive attribute results in a flavor profile characterized by a sharp, cheesy, and salty taste. However, Limited reimbursement coverage, and Lack of awareness and understanding stifle market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Digestive Health Products Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America is dominating the spearheading market growth, propelled by the increased consumption of fast-food products, which is fueling demand for digestive health supplements. Additionally, Canada's aging population, more prone to digestive issues, presents another driving factor. As individuals age, their digestive systems become less efficient, resulting in discomfort and potential nutrient deficiencies. On the other hand, the Asia-Pacific (APAC) region is poised to experience the fastest growth most rapid expansion. This growth is attributed to the strong presence of key industry players in the region, complemented by government support for new product development and advancements in probiotic and prebiotic technologies. These factors collectively contribute to the region's substantial market share.

Major market player included in this report are:

BASF SE

Chr. Hansen Holding A/S

Nestle SA

International Flavors & Fragrances Inc.

DuPont de Nemours, Inc.

Bayer AG

Danone S.A

Arla Foods amba

Sanofi S.A

Cargill, Inc.

#### Recent Developments in the Market:

In March 2023, BASF and Cargill (Provimi) expanded their collaborative efforts in South Korea by enhancing their existing agreement to develop and distribute feed enzymes. Leveraging BASF's expertise in enzyme research and development alongside Cargill's application proficiency and extensive market reach, the partnership aims to forge a joint innovation pipeline tailored for animal protein producers in South Korea.

In April 2023, Centrum introduced a new line of high-science supplements in a delightful gummy format, catering to various health benefits. Among these launches is Centrum Digestive Balance Gummy for adults, boasting a blend of probiotics and prebiotics designed to foster digestive balance and nurture the growth of beneficial gut bacteria.

August 2022 witnessed the debut of Glutapak R by Megalabs USA, a subsidiary of Megalabs Inc., specializing in the manufacturing, marketing, and distribution of pharmaceutical products and nutritional supplements across the Americas. Glutapak R, a probiotic glutamine supplement, is aimed at promoting gut health and supporting intestinal healing.

In February 2022, Organic India unveiled their daily pack supplements, offering convenient on-the-go solutions featuring whole herb formulas addressing various needs such as stress management, immune support, and cognitive and digestive health enhancement.

#### Global Digestive Health Products Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered – Product, Ingredients, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope\*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product:

Dairy Products

Bakery & Cereals

Non - Alcoholic Beverages

Supplements

Others

By Ingredients:

Prebiotics

Probiotics

Food Enzymes

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

## Contents

### **CHAPTER 1. EXECUTIVE SUMMARY**

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2020-2030 (USD Billion)
  - 1.2.1. Digestive Health Products Market, by region, 2020-2030 (USD Billion)
  - 1.2.2. Digestive Health Products Market, by Product, 2020-2030 (USD Billion)
  - 1.2.3. Digestive Health Products Market, by Ingredients, 2020-2030 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

### **CHAPTER 2. GLOBAL DIGESTIVE HEALTH PRODUCTS MARKET DEFINITION AND SCOPE**

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
  - 2.2.1. Industry Evolution
  - 2.2.2. Scope of the Study
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

### **CHAPTER 3. GLOBAL DIGESTIVE HEALTH PRODUCTS MARKET DYNAMICS**

- 3.1. Digestive Health Products Market Impact Analysis (2020-2030)
  - 3.1.1. Market Drivers
    - 3.1.1.1. Growing demand for fortifying and nutritional food additives
    - 3.1.1.2. Rising awareness about improved health
    - 3.1.1.3. High consumer demand for food items
  - 3.1.2. Market Challenges
    - 3.1.2.1. Limited reimbursement coverage
    - 3.1.2.2. Lack of awareness and understanding
  - 3.1.3. Market Opportunities
    - 3.1.3.1. High demand from the dairy industry
    - 3.1.3.2. increasing prevalence of digestive health issues

### **CHAPTER 4. GLOBAL DIGESTIVE HEALTH PRODUCTS MARKET: INDUSTRY ANALYSIS**

- 4.1. Porter's 5 Force Model
  - 4.1.1. Bargaining Power of Suppliers
  - 4.1.2. Bargaining Power of Buyers
  - 4.1.3. Threat of New Entrants
  - 4.1.4. Threat of Substitutes
  - 4.1.5. Competitive Rivalry
- 4.2. Porter's 5 Force Impact Analysis
- 4.3. PEST Analysis
  - 4.3.1. Political
  - 4.3.2. Economical
  - 4.3.3. Social
  - 4.3.4. Technological
  - 4.3.5. Environmental
  - 4.3.6. Legal
- 4.4. Top investment opportunity
- 4.5. Top winning strategies
- 4.6. COVID-19 Impact Analysis
- 4.7. Disruptive Trends
- 4.8. Industry Expert Perspective
- 4.9. Analyst Recommendation & Conclusion

## **CHAPTER 5. GLOBAL DIGESTIVE HEALTH PRODUCTS MARKET, BY PRODUCT**

- 5.1. Market Snapshot
- 5.2. Global Digestive Health Products Market by Product, Performance - Potential Analysis
- 5.3. Global Digestive Health Products Market Estimates & Forecasts by Product 2020-2030 (USD Billion)
- 5.4. Digestive Health Products Market, Sub Segment Analysis
  - 5.4.1. Dairy Products
  - 5.4.2. Bakery & Cereals
  - 5.4.3. Non - Alcoholic Beverages
  - 5.4.4. Supplements
  - 5.4.5. Others

## **CHAPTER 6. GLOBAL DIGESTIVE HEALTH PRODUCTS MARKET, BY INGREDIENTS**



- 6.1. Market Snapshot
- 6.2. Global Digestive Health Products Market by Ingredients, Performance - Potential Analysis
- 6.3. Global Digestive Health Products Market Estimates & Forecasts by Ingredients 2020-2030 (USD Billion)
- 6.4. Digestive Health Products Market, Sub Segment Analysis
  - 6.4.1. Prebiotics
  - 6.4.2. Probiotics
  - 6.4.3. Food Enzymes

## **CHAPTER 7. GLOBAL DIGESTIVE HEALTH PRODUCTS MARKET, REGIONAL ANALYSIS**

- 7.1. Top Leading Countries
- 7.2. Top Emerging Countries
- 7.3. Digestive Health Products Market, Regional Market Snapshot
- 7.4. North America Digestive Health Products Market
  - 7.4.1. U.S. Digestive Health Products Market
    - 7.4.1.1. Product breakdown estimates & forecasts, 2020-2030
    - 7.4.1.2. Ingredients breakdown estimates & forecasts, 2020-2030
  - 7.4.2. Canada Digestive Health Products Market
- 7.5. Europe Digestive Health Products Market Snapshot
  - 7.5.1. U.K. Digestive Health Products Market
  - 7.5.2. Germany Digestive Health Products Market
  - 7.5.3. France Digestive Health Products Market
  - 7.5.4. Spain Digestive Health Products Market
  - 7.5.5. Italy Digestive Health Products Market
  - 7.5.6. Rest of Europe Digestive Health Products Market
- 7.6. Asia-Pacific Digestive Health Products Market Snapshot
  - 7.6.1. China Digestive Health Products Market
  - 7.6.2. India Digestive Health Products Market
  - 7.6.3. Japan Digestive Health Products Market
  - 7.6.4. Australia Digestive Health Products Market
  - 7.6.5. South Korea Digestive Health Products Market
  - 7.6.6. Rest of Asia Pacific Digestive Health Products Market
- 7.7. Latin America Digestive Health Products Market Snapshot
  - 7.7.1. Brazil Digestive Health Products Market
  - 7.7.2. Mexico Digestive Health Products Market
- 7.8. Middle East & Africa Digestive Health Products Market

- 7.8.1. Saudi Arabia Digestive Health Products Market
- 7.8.2. South Africa Digestive Health Products Market
- 7.8.3. Rest of Middle East & Africa Digestive Health Products Market

## **CHAPTER 8. COMPETITIVE INTELLIGENCE**

- 8.1. Key Company SWOT Analysis
  - 8.1.1. Company
  - 8.1.2. Company
  - 8.1.3. Company
- 8.2. Top Market Strategies
- 8.3. Company Profiles
  - 8.3.1. International Flavors & Fragrances Inc.
    - 8.3.1.1. Key Information
    - 8.3.1.2. Overview
    - 8.3.1.3. Financial (Subject to Data Availability)
    - 8.3.1.4. Product Summary
    - 8.3.1.5. Recent Developments
  - 8.3.2. BASF SE
  - 8.3.3. Chr. Hansen Holding A/S
  - 8.3.4. Nestle SA
  - 8.3.5. DuPont de Nemours, Inc.
  - 8.3.6. Bayer AG
  - 8.3.7. Danone S.A
  - 8.3.8. Arla Foods amba
  - 8.3.9. Sanofi S.A
  - 8.3.10. Cargill, Inc.

## **CHAPTER 9. RESEARCH PROCESS**

- 9.1. Research Process
  - 9.1.1. Data Mining
  - 9.1.2. Analysis
  - 9.1.3. Market Estimation
  - 9.1.4. Validation
  - 9.1.5. Publishing
- 9.2. Research Attributes
- 9.3. Research Assumption

## List Of Tables

### LIST OF TABLES

- TABLE 1. Global Digestive Health Products Market, report scope
- TABLE 2. Global Digestive Health Products Market estimates & forecasts by region 2020-2030 (USD Billion)
- TABLE 3. Global Digestive Health Products Market estimates & forecasts by Product 2020-2030 (USD Billion)
- TABLE 4. Global Digestive Health Products Market estimates & forecasts by Ingredients 2020Ingredients 2020-2030 (USD Billion)
- TABLE 5. Global Digestive Health Products Market by segment, estimates & forecasts, 2020-2030 (USD Billion)
- TABLE 6. Global Digestive Health Products Market by region, estimates & forecasts, 2020-2030 (USD Billion)
- TABLE 7. Global Digestive Health Products Market by segment, estimates & forecasts, 2020-2030 (USD Billion)
- TABLE 8. Global Digestive Health Products Market by region, estimates & forecasts, 2020-2030 (USD Billion)
- TABLE 9. Global Digestive Health Products Market by segment, estimates & forecasts, 2020-2030 (USD Billion)
- TABLE 10. Global Digestive Health Products Market by region, estimates & forecasts, 2020-2030 (USD Billion)
- TABLE 11. Global Digestive Health Products Market by segment, estimates & forecasts, 2020-2030 (USD Billion)
- TABLE 12. Global Digestive Health Products Market by region, estimates & forecasts, 2020-2030 (USD Billion)
- TABLE 13. Global Digestive Health Products Market by segment, estimates & forecasts, 2020-2030 (USD Billion)
- TABLE 14. Global Digestive Health Products Market by region, estimates & forecasts, 2020-2030 (USD Billion)
- TABLE 15. U.S. Digestive Health Products Market estimates & forecasts, 2020-2030 (USD Billion)
- TABLE 16. U.S. Digestive Health Products Market estimates & forecasts by segment 2020-2030 (USD Billion)
- TABLE 17. U.S. Digestive Health Products Market estimates & forecasts by segment 2020-2030 (USD Billion)
- TABLE 18. Canada Digestive Health Products Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 19. Canada Digestive Health Products Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 20. Canada Digestive Health Products Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 21. UK Digestive Health Products Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 22. UK Digestive Health Products Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 23. UK Digestive Health Products Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 24. Germany Digestive Health Products Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 25. Germany Digestive Health Products Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 26. Germany Digestive Health Products Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 27. France Digestive Health Products Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 28. France Digestive Health Products Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 29. France Digestive Health Products Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 30. Italy Digestive Health Products Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 31. Italy Digestive Health Products Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 32. Italy Digestive Health Products Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 33. Spain Digestive Health Products Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 34. Spain Digestive Health Products Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 35. Spain Digestive Health Products Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 36. RoE Digestive Health Products Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 37. RoE Digestive Health Products Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 38. RoE Digestive Health Products Market estimates & forecasts by segment

2020-2030 (USD Billion)

TABLE 39. China Digestive Health Products Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 40. China Digestive Health Products Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 41. China Digestive Health Products Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 42. India Digestive Health Products Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 43. India Digestive Health Products Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 44. India Digestive Health Products Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 45. Japan Digestive Health Products Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 46. Japan Digestive Health Products Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 47. Japan Digestive Health Products Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 48. South Korea Digestive Health Products Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 49. South Korea Digestive Health Products Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 50. South Korea Digestive Health Products Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 51. Australia Digestive Health Products Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 52. Australia Digestive Health Products Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 53. Australia Digestive Health Products Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 54. RoAPAC Digestive Health Products Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 55. RoAPAC Digestive Health Products Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 56. RoAPAC Digestive Health Products Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 57. Brazil Digestive Health Products Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 58. Brazil Digestive Health Products Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 59. Brazil Digestive Health Products Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 60. Mexico Digestive Health Products Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 61. Mexico Digestive Health Products Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 62. Mexico Digestive Health Products Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 63. RoLA Digestive Health Products Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 64. RoLA Digestive Health Products Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 65. RoLA Digestive Health Products Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 66. Saudi Arabia Digestive Health Products Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 67. South Africa Digestive Health Products Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 68. RoMEA Digestive Health Products Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 69. List of secondary sources, used in the study of global Digestive Health Products Market

TABLE 70. List of primary sources, used in the study of global Digestive Health Products Market

TABLE 71. Years considered for the study

TABLE 72. Exchange rates considered

List of tables and figures and dummy in nature, final lists may vary in the final deliverable

## List Of Figures

### LIST OF FIGURES

- FIG 1. Global Digestive Health Products Market, research methodology
- FIG 2. Global Digestive Health Products Market, Market estimation techniques
- FIG 3. Global Market size estimates & forecast methods
- FIG 4. Global Digestive Health Products Market, key trends 2022
- FIG 5. Global Digestive Health Products Market, growth prospects 2023-2030
- FIG 6. Global Digestive Health Products Market, porters 5 force model
- FIG 7. Global Digestive Health Products Market, pest analysis
- FIG 8. Global Digestive Health Products Market, value chain analysis
- FIG 9. Global Digestive Health Products Market by segment, 2020 & 2030 (USD Billion)
- FIG 10. Global Digestive Health Products Market by segment, 2020 & 2030 (USD Billion)
- FIG 11. Global Digestive Health Products Market by segment, 2020 & 2030 (USD Billion)
- FIG 12. Global Digestive Health Products Market by segment, 2020 & 2030 (USD Billion)
- FIG 13. Global Digestive Health Products Market by segment, 2020 & 2030 (USD Billion)
- FIG 14. Global Digestive Health Products Market, regional snapshot 2020 & 2030
- FIG 15. North America Digestive Health Products Market 2020 & 2030 (USD Billion)
- FIG 16. Europe Digestive Health Products Market 2020 & 2030 (USD Billion)
- FIG 17. Asia pacific Digestive Health Products Market 2020 & 2030 (USD Billion)
- FIG 18. Latin America Digestive Health Products Market 2020 & 2030 (USD Billion)
- FIG 19. Middle East & Africa Digestive Health Products Market 2020 & 2030 (USD Billion)

List of tables and figures and dummy in nature, final lists may vary in the final deliverable

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