

# **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, In 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

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