

Digestive Health Supplements Market Size, Share & Trend Analysis Report By Product (Prebiotics, Probiotics), By Form (Capsules, Tablets), By Distribution Channel (Over-the-counter (OTC), Prescribed), By Region, And Segment Forecasts, 2025 - 2033

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Abstracts

Summary

The global digestive health supplements market size was estimated at USD 14,357.7 million in 2024 and is projected to reach USD 32,579.2 million by 2033, growing at a CAGR of 9.6% from 2025 to 2033. The rising trend of fitness and sports nutrition is influencing the digestive health supplements industry.

There is an increasing demand for supplements that enhance performance, aid in muscle recovery, and promote overall physical well-being, driven by a growing population of fitness enthusiasts and athletes. The digestive health supplements market is also seeing a rise in demand for products that promote mental well-being. Consumers are becoming more aware of the connection between nutrition and mental health. As a result, there has been an increased interest in supplements that can aid in cognitive function, stress management, and mood enhancement.

The rising prevalence of digestive issues can be attributed to sedentary lifestyles, the adoption of Western diets rich in processed foods, and the increasing stressors of modern life. It includes conditions such as Irritable Bowel Syndrome (IBS), Inflammatory Bowel Diseases (IBD), acid reflux, and functional dyspepsia, which have become increasingly common and are affecting a significant portion of the global population.

According to a report by the United European Gastroenterology (UEG) in 2023, Gastrointestinal (GI) and liver disorders have a significant impact on the people of Europe, causing nearly one million deaths each year across all age groups. These conditions are associated with significant morbidity and healthcare expenses. The incidence and prevalence of many GI disorders are highest among the young and elderly, and as Europe's population ages, the disease burden is expected to increase.

Digestive health supplements are formulated with key ingredients, such as probiotics, prebiotics, fiber, and specific vitamins. Probiotics are beneficial bacteria that help to maintain a balanced gut microbiome, supporting optimal digestive function. Prebiotics provide nourishment for the beneficial bacteria, promoting their growth and activity. Fibers aid in regular bowel movements and support a healthy gut environment.

Specific vitamins, like those associated with immune health or stress reduction, may also be included in these supplements to address broader health concerns related to gastrointestinal well-being. Over the years, people have begun considering their pets as an integral part of their family, and this has propelled the demand for natural, nutritious, and healthy food supplements essential for the overall growth and well-being of companion animals.

Global Digestive Health Supplements Market Report Segmentation

This report forecasts revenue growth at the regional and country levels and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2021 to 2033. For the purpose of this study, Grand View Research has segmented the global digestive health supplements market report on the basis of product, form, distribution channel, and region:

Product Outlook (Revenue, USD Million, 2021 - 2033)

Prebiotics

Probiotics

Enzymes

Fulvic Acid

Others

Form Outlook (Revenue, USD Million, 2021 - 2033)

Capsules

Tablets

Powders

Liquids

Others

Distribution Channel Outlook (Revenue, USD Million, 2021 - 2033)

OTC

Supermarkets/Hypermarkets/Food Stores

Drug Stores & Pharmacies

Convenience Stores

Online

Others

Prescribed

Regional Outlook (Revenue, USD Million, 2021 - 2033)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Sweden

Netherlands

Denmark

Asia Pacific

Japan

India

China

Australia & New Zealand

Hong Kong

Singapore

Central & South America

Brazil

Middle East & Africa

South Africa

UAE

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