

U.S. Digestive Health Products Market Size, Share & Trends Analysis Report By Product (Dairy Products, Bakery & Cereals, Non-Alcoholic Beverages, Supplements), By Ingredient (Prebiotics, Probiotics, Food Enzymes), And Segment Forecasts, 2026 - 2033

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Abstracts

The U.S. digestive health products market size was estimated at USD 15.80 billion in 2025 and projected to reach USD 30.05 billion by 2033, growing at a CAGR of 8.4% from 2026 to 2033. The growth of the U.S. digestive health products market has been driven by rising consumer awareness of the gut-systemic health connection, reinforced by government-published scientific communication and corporate evidence-sharing.

Public agencies such as the National Institutes of Health, through its Human Microbiome Project updates, and initiatives by the U.S. Food and Drug Administration have highlighted the importance of gut microbiota in supporting immunity, metabolic health, and mental well-being. This institutional focus has strengthened consumer trust in clinically validated probiotics, prebiotics, digestive enzymes, and fiber supplements. At the same time, a growing shift toward preventive healthcare has further supported demand. This trend is reflected in 2024 disclosures from Nestle Health Science and Danone North America, which highlighted an increased emphasis on digestive wellness portfolios to meet rising adoption across U.S. households.

Market trends have also been shaped by consumers' preference for cleaner and more transparent ingredient sourcing. According to the data published in March 2024, in a survey conducted among 1,257 U.S. shoppers, about 81% claimed it is important to purchase clean-label food products. Over the past 3-4 years, U.S. brands such as Garden of Life, Ritual, and NOW Foods expanded product lines built on traceable, non-GMO, plant-based formulations aligned with sustainability commitments. Retailer-driven

standards have further reinforced this clean-label momentum, which has accelerated reformulation toward minimal-additive digestive supplements.

In July 2025, Novonesis announced the publication of a landmark, peer-reviewed review compiling over 400 publications and 200 clinical studies on the BB-12 probiotic, confirming it as one of the most extensively researched strains, with proven benefits for gut survival, immune support, and digestive health outcomes such as bowel regularity. This aligns with growing regulatory and consumer scrutiny around health claims, where companies such as Novonesis (formerly Chr. Hansen) are strengthening differentiation by publishing strain-specific clinical evidence, thereby raising the competitive benchmark for scientifically validated digestive health solutions.

Innovation in the U.S. digestive health products market is thriving, with a focus on advanced formulations and novel ingredients to address consumer concerns and preferences. Probiotics, prebiotics, and enzymes continue to be key areas of innovation, with an emphasis on delivering targeted and effective solutions for digestive well-being. In October 2024, Probi launched a new probiotic concept, Metabolic Health by Probi, targeting key markers of metabolic syndrome with clinically supported strains to improve cardiovascular health, weight management, and overall metabolic function. The solution combines two well-researched strains and is positioned to address rising global metabolic health concerns by offering evidence-based support for gut health, cholesterol, blood pressure, and inflammation.

Companies in the U.S. digestive health products industry are increasingly prioritizing strategic acquisitions to strengthen their global footprint and enhance market competitiveness. In the coming years, leading international players are expected to acquire small- and medium-sized firms within the sector to accelerate regional expansion and solidify their presence in key markets.

In the U.S. digestive health products industry, regulatory bodies establish strict guidelines governing product formulation and ingredient composition to ensure safety and efficacy. Compliance with these standards is essential, with regulations often specifying permissible levels of probiotics, prebiotics, and other active components. At the same time, some consumers opt for natural alternatives, such as fiber-rich foods, fermented products, and probiotic-rich yogurts as substitutes for digestive health supplements, influencing overall market dynamics.

The U.S. digestive health products market is being driven by rising consumer demand for clinically validated supplements that support gut health, immunity, and digestive

comfort. Consumers increasingly seek targeted solutions for bloating, IBS, and microbiome balance rather than general wellness products. Trusted brands, convenient formats such as gummies and capsules, and clean-label options further influence purchasing decisions. Strong marketing, digital visibility, and alignment with health-focused lifestyles continue to boost adoption across all age groups. Reflecting this trend, in March 2026, Nature Made expanded its digestive health portfolio with new gut-focused products, including SuperGreens Powder, SuperGreens Capsules, and Digestive Enzymes, designed to support overall digestive wellness.

U.S. Digestive Health Products Market Report Segmentation

This report forecasts revenue growth at the country level 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 U.S. digestive health products market report on the basis of product and ingredient.

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

Dairy Products

Bakery & Cereals

Non-Alcoholic Beverages

Supplements

Others

Ingredient Outlook (Revenue, USD Billion, 2021 - 2033)

Prebiotics

Probiotics

Food Enzymes

Animal-Based

Plant-Based

Microbial-Based

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Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
 - 1.3.1. Purchased Database
 - 1.3.2. GVR's Internal Database
 - 1.3.3. Secondary Materials & Third-Party Perspectives
 - 1.3.4. Primary Research
- 1.4. Information Analysis
 - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Snapshot
- 2.2. Product Outlook
- 2.3. Ingredient Outlook
- 2.4. Competitive Landscape Snapshot

CHAPTER 3. U.S. DIGESTIVE HEALTH PRODUCTS MARKET VARIABLES AND TRENDS

- 3.1. Market Introduction
- 3.2. Industry Value Chain Analysis
 - 3.2.1. Raw Material Trends & Outlook
 - 3.2.2. Retail/Sales Channel Analysis
- 3.3. Market Dynamics
 - 3.3.1. Market Driver Analysis
 - 3.3.2. Market Restraint Analysis
 - 3.3.3. Market Opportunities
 - 3.3.4. Market Challenges
- 3.4. Industry Analysis Tools
 - 3.4.1. Porter's Five Forces Analysis
- 3.5. Market Entry Strategies

CHAPTER 4. U.S. DIGESTIVE HEALTH PRODUCTS MARKET: CONSUMER BEHAVIOR ANALYSIS

- 4.1. Demographic Analysis
- 4.2. Consumer Trends & Preferences
- 4.3. Factors Affecting Buying Decisions
- 4.4. Consumer Product Adoption
- 4.5. Observations & Recommendations

CHAPTER 5. U.S. DIGESTIVE HEALTH PRODUCTS MARKET: PRODUCT ESTIMATES & TREND ANALYSIS

- 5.1. U.S. Digestive Health Products Market, By Product: Key Takeaways
- 5.2. Product Movement Analysis & Market Share, 2025 & 2033
- 5.3. Market Estimates & Forecasts by Product, 2021 - 2033 (USD Billion)
 - 5.3.1. Dairy Products
 - 5.3.1.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 5.3.2. Bakery & Cereals
 - 5.3.2.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 5.3.3. Non-Alcoholic Beverages
 - 5.3.3.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 5.3.4. Supplements
 - 5.3.4.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 5.3.5. Others
 - 5.3.5.1. Market estimates and forecast, 2021 - 2033 (USD Billion)

CHAPTER 6. U.S. DIGESTIVE HEALTH PRODUCTS MARKET: INGREDIENT ESTIMATES & TREND ANALYSIS

- 6.1. U.S. Digestive Health Products Market, By Ingredient: Key Takeaways
- 6.2. Ingredient Movement Analysis & Market Share, 2025 & 2033
- 6.3. Market Estimates & Forecasts by Ingredient, 2021 - 2033 (USD Billion)
 - 6.3.1. Prebiotics
 - 6.3.1.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 6.3.2. Probiotics
 - 6.3.2.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 6.3.3. Food Enzymes
 - 6.3.3.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 6.3.3.1.1. Animal Based

- 6.3.3.1.1.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
- 6.3.3.1.2. Plant Based
 - 6.3.3.1.2.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
- 6.3.3.1.3. Microbial-Based
 - 6.3.3.1.3.1. Market estimates and forecast, 2021 - 2033 (USD Billion)

CHAPTER 7. U.S. DIGESTIVE HEALTH PRODUCTS MARKET: COMPETITIVE ANALYSIS

- 7.1. Recent Developments & Impact Analysis by Key Market Participants
- 7.2. Company Categorization
- 7.3. Participant's Overview
- 7.4. Financial Performance
- 7.5. Product Benchmarking
- 7.6. Company Market Share Analysis, 2025 (%)
- 7.7. Company Heat Map Analysis, 2025
- 7.8. Strategy Mapping
- 7.9. Company Profiles
 - 7.9.1. Bayer AG
 - 7.9.1.1. Company Overview
 - 7.9.1.2. Financial Performance
 - 7.9.1.3. Product Portfolios
 - 7.9.1.4. Strategic Initiatives
 - 7.9.2. Procter & Gamble
 - 7.9.2.1. Company Overview
 - 7.9.2.2. Financial Performance
 - 7.9.2.3. Product Portfolios
 - 7.9.2.4. Strategic Initiatives
 - 7.9.3. NOW Foods Inc.
 - 7.9.3.1. Company Overview
 - 7.9.3.2. Financial Performance
 - 7.9.3.3. Product Portfolios
 - 7.9.3.4. Strategic Initiatives
 - 7.9.4. Nature Made
 - 7.9.4.1. Company Overview
 - 7.9.4.2. Financial Performance
 - 7.9.4.3. Product Portfolios
 - 7.9.4.4. Strategic Initiatives
 - 7.9.5. Amway

- 7.9.5.1. Company Overview
- 7.9.5.2. Financial Performance
- 7.9.5.3. Product Portfolios
- 7.9.5.4. Strategic Initiatives
- 7.9.6. Herbalife Nutrition
 - 7.9.6.1. Company Overview
 - 7.9.6.2. Financial Performance
 - 7.9.6.3. Product Portfolios
 - 7.9.6.4. Strategic Initiatives
- 7.9.7. Nature's Bounty
 - 7.9.7.1. Company Overview
 - 7.9.7.2. Financial Performance
 - 7.9.7.3. Product Portfolios
 - 7.9.7.4. Strategic Initiatives
- 7.9.8. Garden of Life
 - 7.9.8.1. Company Overview
 - 7.9.8.2. Financial Performance
 - 7.9.8.3. Product Portfolios
 - 7.9.8.4. Strategic Initiatives
- 7.9.9. Renew Life
 - 7.9.9.1. Company Overview
 - 7.9.9.2. Financial Performance
 - 7.9.9.3. Product Portfolios
 - 7.9.9.4. Strategic Initiatives
- 7.9.10. Seed Health, Inc.
 - 7.9.10.1. Company Overview
 - 7.9.10.2. Financial Performance
 - 7.9.10.3. Product Portfolios
 - 7.9.10.4. Strategic Initiatives

List Of Tables

LIST OF TABLES

Table 1 U.S. digestive health products market - Key market driver analysis

Table 2 U.S. digestive health products market - Key market restraint analysis

Table 3 U.S. digestive health products market estimates & forecast, by product (USD Billion)

Table 4 U.S. digestive health products market estimates & forecast, by ingredient (USD Billion)

Table 5 Recent developments & impact analysis by key market participants

Table 6 Company market share, 2025

Table 7 Company heat map analysis

Table 8 Companies undergoing key strategies

List Of Figures

LIST OF FIGURES

- Fig. 1 U.S Digestive Health Products Market Segmentation
- Fig. 2 Information procurement
- Fig. 3 Primary research pattern
- Fig. 4 Primary research approaches
- Fig. 5 Primary research process
- Fig. 6 Market snapshot
- Fig. 7 Product snapshot
- Fig. 8 Ingredient snapshot
- Fig. 9 Competitive landscape snapshot
- Fig. 10 U.S digestive health products market size (USD Billion)
- Fig. 11 U.S digestive health products market size, 2021 to 2033 (USD Billion)
- Fig. 12 U.S digestive health products market: Penetration & growth prospect mapping
- Fig. 13 U.S digestive health products market: Value chain analysis
- Fig. 14 U.S digestive health products market: Profit margin analysis
- Fig. 15 U.S digestive health products market: Market dynamics
- Fig. 16 U.S digestive health products market: Porter's five forces analysis
- Fig. 17 Factors influencing buying decisions for digestive health products
- Fig. 18 U.S digestive health products market: Product Movement Analysis, 2025 & 2033 (%)
- Fig. 19 U.S digestive health products market estimates and forecast, 2021 - 2033 (USD Billion)
- Fig. 20 Dairy products market estimates and forecast, 2021 - 2033 (USD Billion)
- Fig. 21 Bakery & cereals market estimates and forecast, 2021 - 2033 (USD Billion)
- Fig. 22 Non-alcoholic beverages market estimates and forecast, 2021 - 2033 (USD Billion)
- Fig. 23 Supplements market estimates and forecast, 2021 - 2033 (USD Billion)
- Fig. 24 Other digestive health products market estimates and forecast, 2021 - 2033 (USD Billion)
- Fig. 25 U.S digestive health products market: Ingredient Movement Analysis, 2025 & 2033 (%)
- Fig. 26 Prebiotics U.S digestive health products market estimates and forecast, 2021 - 2033 (USD Billion)
- Fig. 27 Probiotics U.S digestive health products market estimates and forecast, 2021 - 2033 (USD Billion)
- Fig. 28 Food enzymes U.S digestive health products market estimates and forecast,

2021 - 2033 (USD Billion)

Fig. 29 Animal-based U.S digestive health products market estimates and forecast,
2021 - 2033 (USD Billion)

Fig. 30 Plant-based U.S digestive health products market estimates and forecast, 2021
- 2033 (USD Billion)

Fig. 31 Microbial-based U.S digestive health products market estimates and forecast,
2021 - 2033 (USD Billion)

Fig. 32 Key company categorization

Fig. 33 Company market share analysis, 2024

Fig. 34 Strategic framework of the U.S digestive health products market

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