

# U.S. Digestive Health Supplements Market Size, Share & Trends Analysis Report By Product (Prebiotics, Probiotics), By Form (Capsules, Tablets), By Distribution Channel (Over-the-counter (OTC), Prescribed), And Segment Forecasts, 2026 - 2033

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## Abstracts

The U.S. digestive health supplements market size was estimated at USD 2,578.0 million in 2025 and is expected to reach USD 4,074.4 million by 2033, growing at a CAGR of 5.9% from 2026 to 2033. Digestive enzymes such as amylase, lipase, and protease are naturally produced in the body for better digestion of food.

However, a substantial number of people face issues in naturally producing these enzymes, which requires them to consume enzyme supplements to fulfill the body's requirements. They generally take over-the-counter supplements for digestion-related problems such as acid reflux, gut irritation, bloating, heartburn, and diarrhea. The U.S. digestive health supplements market a rising prevalence of digestive diseases in large populations and the increasing number of weight management programs are expected to propel market growth during the forecast period.

The rise of personalized nutrition is driving the U.S. digestive health supplement market. With a growing understanding that individuals have unique health needs and preferences, there is an increasing demand for digestive health supplements that cater to specific requirements. Personalized nutrition considers factors such as age, lifestyle, dietary habits, and health goals, tailoring supplement formulations to address individual variations in digestive health.

This trend aligns with the broader movement toward proactive health management, where consumers seek targeted solutions that resonate with their wellness journey. This

shift toward personalization is reflected in the diversification of supplement offerings, with manufacturers incorporating a spectrum of ingredients like prebiotics, probiotics, and specific vitamins in formulations designed to meet distinct health objectives.

In addition, the demand for personalized nutrition in digestive health supplements is driven by an aging population seeking preventive health measures and a younger demographic prioritizing proactive well-being. For seniors, formulations may target age-specific digestive challenges, while younger consumers might seek supplements that align with their dietary preferences and lifestyle choices. This demographic-driven personalization reflects a nuanced understanding of diverse consumer needs, propelling the development of supplements that resonate with specific age groups and health goals.

## U.S. Digestive Health Supplements Market Report Segmentation

This report forecasts revenue growth at the 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 U.S. digestive health supplements market report based on product, form, distribution channel.

### 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

**This report can be delivered to the clients within 3 Business Days**

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