

U.S. Gut Health Supplements Market Size, Share & Trends Analysis Report By Product (Probiotic Supplements, Greens Supplements), By Form (Powder, Liquid, Capsules, Tablets, Soft Gels, Gummies/Chews), By Product-Form, By Distribution Channel (OTC, Prescribed), And Segment Forecasts, 2025 - 2033

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Abstracts

The U.S. gut health supplements market size was estimated at USD 5.19 billion in 2024 and is projected to reach USD 9.36 billion by 2033, growing at a CAGR of 6.7% from 2025 to 2033, as more people face chronic or recurring gut-related discomfort, demand for preventive and supportive solutions such as probiotics, prebiotics, and synbiotics, has surged. This trend is further reinforced by increasing clinical research linking gut health to overall wellness, including immunity, metabolism, and even mental health, which has boosted consumer trust in these supplements.

Consumer awareness and lifestyle shifts are also fueling demand. Americans are becoming more conscious of the role the gut microbiome plays in maintaining long-term health, which has elevated gut health supplements from a niche product to a mainstream wellness choice. The aging U.S. population adds another layer of demand, as older adults often face digestive challenges and seek products that improve nutrient absorption and support immune function. Moreover, healthcare professionals are increasingly prescribing or recommending gut health supplements, particularly for high-risk groups, making the prescribed channel a key growth driver.

In addition, consumers are placing a strong emphasis on product efficacy and scientific validation. They are more likely to choose supplements backed by clinical research and

endorsed by healthcare professionals. This shift reflects a desire for evidence-based solutions and a move away from marketing-driven claims. As a result, brands that invest in research and development and provide clear information on the science behind their products are gaining a competitive edge.

The convenience and versatility of available products also support the demand for gut health supplements. Consumers now have access to a wide variety of delivery formats, including capsules, powders, gummies, beverages, and functional foods like yogurts and snack bars infused with probiotics or prebiotics. This variety makes it easier for individuals to incorporate gut-friendly supplements into their daily diets without disrupting their routines.

For instance, in May 2025, Wonderbly, a clean digestive health company, announced its expansion into 2,500 Walmart stores across the U.S. This move marks a significant step in bringing clean medicine to mass retail. The company's latest product, Multi-Symptom, serves as an alternative to Pepto-Bismol, aligning with Wonderbelly's mission to provide effective digestive health solutions with clean ingredients. By partnering with Walmart, Wonderbelly aims to make its products more accessible to consumers seeking natural and clean-label remedies for digestive issues.

U.S. Gut Health Supplements 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 this study, Grand View Research has segmented the U.S. gut health supplements market report based on product, form, product-form, and distribution channel:

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

Probiotic Supplements

Prebiotic Supplements

Synbiotic Supplements

Postbiotic Supplements

Digestive Enzyme Supplements

Fiber Supplements

Detox/Cleanse Supplements

Greens Supplements

Others

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

Capsules

Tablets

Soft Gels

Powders

Liquids

Gummies/ Chews

Others

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

Probiotic Supplements

Capsules

Tablets

Soft Gels

Powders

Liquids

Gummies/ Chews

Others

Prebiotic Supplements

Capsules

Tablets

Soft Gels

Powders

Liquids

Gummies/ Chews

Others

Synbiotic Supplements

Capsules

Tablets

Soft Gels

Powders

Liquids

Gummies/ Chews

Others

Postbiotic Supplements

Capsules

Tablets

Soft Gels

Powders

Liquids

Gummies/ Chews

Others

Digestive Enzyme Supplements

Capsules

Tablets

Soft Gels

Powders

Liquids

Gummies/ Chews

Others

Fiber Supplements

Capsules

Tablets

Soft Gels

Powders

Liquids

Gummies/ Chews

Others

Detox/Cleanse Supplements

Capsules

Tablets

Soft Gels

Powders

Liquids

Gummies/ Chews

Others

Greens Supplements

Capsules

Tablets

Soft Gels

Powders

Liquids

Gummies/ Chews

Others

Other Gut Health Supplements

Capsules

Tablets

Soft Gels

Powders

Liquids

Gummies/ Chews

Others

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

OTC

Supermarkets/ Hypermarkets/Food Stores

Drug Stores & Pharmacies

Convenience Stores

Online

Others

Prescribed

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