

# Digestive Health Products Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

The global digestive health products market size reached US\$ 45.4 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 71.6 Billion by 2028, exhibiting a growth rate (CAGR) of 7.9% during 2022-2028.

Digestive health products refer to various edible products consumed to maintain optimum levels of acid in the stomach and enhance the absorption and digestion of the nutrients. It includes fortified, functional and nutritional supplements, such as probiotics, prebiotics, carotenoids, enzymes, dairy and baked goods, cereals and non-alcoholic beverages obtained from plant, animal or microorganism sources. These products are a rich source of soluble and insoluble fiber, omega-3 and other fatty acids that also aid in preventing cardiovascular diseases (CVDs) and oxidative damage-related illnesses, such as cancer.

Digestive Health Products Market Trends:

The increasing prevalence of gastrointestinal diseases, along with the rising geriatric population across the globe, represents one of the key factors driving the growth of the market. Due to sedentary lifestyles and unhealthy dietary habits, there is an increasing prevalence of lifestyle disorders. However, with the growing health-consciousness, individuals are now inclined toward adopting more nutritional diets, which include various digestive health products. In line with this, the widespread adoption of probiotics, prebiotics and other enzymes in daily diets is also contributing to the market growth. These products minimize the development of harmful bacteria in the gut and enhance immunity by improving intestinal health. Additionally, various product innovations, such as the development of non-alcoholic digestive health products in a wide variety of flavors, are acting as other growth-inducing factors. These beverages act as a healthy alternative to their alcoholic counterparts and are known to alleviate anxiety and stress while improving digestive health. Other factors, including the increasing

expenditure capacities of consumers, along with the aggressive promotional activities by manufacturers and easy product availability through online retail channels, are anticipated to drive the market further.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global digestive health products market report, along with forecasts at the global, regional and country levels from 2023-2028. Our report has categorized the market based on ingredient, form, product and distribution channel.

Breakup by Ingredient:

Prebiotics

Probiotics

Enzymes

Others

Breakup by Form:

Capsules

Tablets

Powders

Liquid

Others

Breakup by Product:

Dairy Products

Bakery Products and Cereals

Non-Alcoholic Beverages

Others

Breakup by Distribution Channel:

Supermarkets and Hypermarkets

Pharmacies

Online Stores

Others

Breakup by Region:

North America

United States

Canada

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia  
Others  
Europe  
Germany  
France  
United Kingdom  
Italy  
Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

#### Competitive Landscape:

The report has also analysed the competitive landscape of the market with some of the key players being Abbott Laboratories, Arla Foods, Biogaia AB, Cargill Incorporated, Chr. Hansen Holding A/S, Deerland Probiotics & Enzymes Inc., General Mills Inc., Lallemand Inc, Mondelez International Inc., Nestlé S.A., Pepsico Inc. and Yakult Honsha Co. Ltd.

#### Key Questions Answered in This Report:

How has the global digestive health products market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global digestive health products market?

What are the key regional markets?

What is the breakup of the market based on the ingredient?

What is the breakup of the market based on the form?

What is the breakup of the market based on the product?

What is the breakup of the market based on the distribution channel?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global digestive health products market and who are the key players?

What is the degree of competition in the industry?

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