

Gastrointestinal OTC Drugs Market by Drug Class (Laxatives, Gastrointestinal Cancer Treatments, Gastric Acid Reducers, Anti-Diarrheal, Proton Pump Inhibitors, H2 Inhibitors, Gastric Acid Neutralizers, Bowel Anti-Inflammatory, Anti-Emetics), Indication (Gastroesophageal Reflux Disease (GERD) or Heartburn, Constipation, Diarrhea, Motion Sickness, and Others), End User (Hospitals, Clinics, and Others), and Region 2023-2028

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Abstracts

The global gastrointestinal OTC drugs market size reached US\$ 40 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 52.4 Billion by 2028, exhibiting a growth rate (CAGR) of 4.90% during 2023-2028. The rising prevalence of gastrointestinal disorders, increasing awareness among the masses regarding digestive health, and the recent development of advanced formulations represent some of the key factors driving the market.

Gastrointestinal over-the-counter (OTC) drugs refer to non-prescription medications that alleviate gastrointestinal symptoms and promote overall digestive wellness. It includes laxatives, antacids, H2 blockers, proton pump inhibitors (PPIs), anti-emetics, bowel anti-inflammatory, and anti-diarrheal medications. Gastrointestinal OTC drugs are widely used to treat indigestion, constipation, heartburn, diarrhea, motion sickness, acid reflux, nausea, irritable bowel syndrome (IBS), and abdominal pain. It is a cost-effective, convenient, and easily accessible product that provides immediate relief, enhances patient comfort, and allows self-management. Gastrointestinal OTC drugs also aid in improving gut health, restoring beneficial bacteria, preventing future complications, and

minimizing the severity of various symptoms, such as pain, bloating, abdominal discomfort, and vomiting.

Gastrointestinal OTC Drugs Market Trends:

The rising prevalence of gastrointestinal disorders due to sedentary lifestyles and unhealthy eating habits is one of the key factors providing a thrust to the market growth. Gastrointestinal OTC drugs are widely used to treat infections, dyspepsia, acute diarrhea, heartburn, gastroesophageal reflux disease (GERD), constipation, bloating, and morning sickness. Furthermore, the increasing product applications to improve digestion, promote gut health, and ensure proper breakdown and absorption of nutrients, owing to the growing awareness among the masses regarding digestive health, is providing an impetus to the market growth. In line with this, the emerging trends of self-care and consumer empowerment to manage well-being and prevent future health complications are acting as another growth-inducing factor. Additionally, the recent development of advanced formulations, such as effervescent tablets, liquids, suspensions, film strips, and chewable products, which enhances the effectiveness of the drugs, increases absorption, and reduces the frequency of dosing, is positively influencing the market growth. Besides this, the introduction of convenient and travel-friendly packaging, such as blister packs, resealable pouches, and single-dose packets, is propelling the market growth. Apart from this, the rising consumer preference for non-invasive treatments is facilitating product demand to manage common digestive issues and provide immediate relief. Moreover, aggressive promotional and branding campaigns by several manufacturers through television (TV) commercials, social media, influencer marketing, and celebrity endorsement is strengthening the market growth. Other factors, including the rising geriatric populations, increasing expenditure capacities of consumers, and easy availability of products across e-commerce platforms, are anticipated to drive the market growth.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global gastrointestinal OTC drugs market, along with forecasts at the global, regional, and country levels from 2023-2028. Our report has categorized the market based on drug class, indication, and end user.

Drug Class Insights:

Laxatives

Gastrointestinal Cancer Treatments

Gastric Acid Reducers

Anti-Diarrheal
Proton Pump Inhibitors
H2 Inhibitors
Gastric Acid Neutralizers
Bowel Anti-Inflammatory
Anti-Emetics

The report has provided a detailed breakup and analysis of the gastrointestinal OTC drugs market based on the drug class. This includes laxatives, gastrointestinal cancer treatments, gastric acid reducers, anti-diarrheal, proton pump inhibitors, H2 inhibitors, gastric acid neutralizers, bowel anti-inflammatory, and anti-emetics.

Indication Insights:

Gastroesophageal Reflux Disease (GERD) or Heartburn
Constipation
Diarrhea
Motion Sickness
Others

A detailed breakup and analysis of the gastrointestinal OTC drugs market based on the indication has also been provided in the report. This includes gastroesophageal reflux disease (GERD) or heartburn, constipation, diarrhea, motion sickness, and others.

End User Insights:

Hospitals
Clinics
Others

A detailed breakup and analysis of the gastrointestinal OTC drugs market based on the end user has also been provided in the report. This includes hospitals, clinics, and others.

Regional Insights:

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

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America was the largest market for gastrointestinal OTC drugs. Some of the factors driving the North America gastrointestinal OTC drugs market included the rising prevalence of gastrointestinal disorders, increasing awareness among the masses, and various product innovations.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global gastrointestinal OTC drugs market. Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. Some of the companies covered include Boehringer Ingelheim GmbH, Johnson & Johnson, Prestige

Consumer Healthcare Inc., Purdue Pharma L.P, Sanofi, Zydus Lifesciences Limited, etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

Key Questions Answered in This Report:

How has the global gastrointestinal OTC drugs market performed so far, and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global gastrointestinal OTC drugs market?

What is the impact of each driver, restraint, and opportunity on the global gastrointestinal OTC drugs market?

What are the key regional markets?

Which countries represent the most attractive gastrointestinal OTC drugs market?

What is the breakup of the market based on the drug class?

Which is the most attractive drug class in the gastrointestinal OTC drugs market?

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

Which is the most attractive indication in the gastrointestinal OTC drugs market?

What is the breakup of the market based on end user?

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What is the competitive structure of the global gastrointestinal OTC drugs market?

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