

Antacids Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028 Segmented By Type (Tablet, Liquid, others), By End-use (Retail Pharmacy, Hospital Pharmacy, Online Pharmacy), by region, and Competition

<https://marketpublishers.com/r/A3DF034FAE64EN.html>

Date: January 2024

Pages: 189

Price: US\$ 4,900.00 (Single User License)

ID: A3DF034FAE64EN

Abstracts

Global Antacids Market was valued at USD 6.20 billion in 2022 and is anticipated to witness an impressive growth in the forecast period with a CAGR of 3.60% through 2028. Antacids are a category of over the counter (OTC) or prescription medications that are primarily used to relieve symptoms associated with excessive stomach acid and acidity in the gastrointestinal tract. They work by neutralizing or reducing the acidity of the stomach's gastric contents, which can help alleviate symptoms such as heartburn, acid indigestion, and upset stomach. Antacids contain active ingredients that are alkaline (basic) in nature. When consumed, these ingredients react with and neutralize the excess hydrochloric acid in the stomach, raising the pH level and reducing the acidity. Antacids act as chemical buffers, maintaining the pH of the stomach within a normal or less acidic range. This buffering effect helps alleviate the discomfort caused by the regurgitation of acidic stomach contents into the esophagus, which is a common cause of heartburn. Antacids are typically used to relieve symptoms of heartburn, acid reflux, acid indigestion, and upset stomach. They can provide rapid relief, making them suitable for short-term management of mild to moderate acid-related conditions.

Unhealthy dietary habits, including the consumption of spicy and acidic foods, and irregular eating schedules, contribute to acid-related disorders. These dietary changes drive the need for antacids. The global aging population is more prone to acid-related disorders, which often become more common with age. As the elderly demographic grows, so does the demand for antacids. The availability of antacids as over the counter (OTC) medications without a prescription makes them easily accessible to consumers.

This convenience encourages self-medication and drives sales. Pharmaceutical companies continuously innovate and develop new antacid formulations, offering consumers a broader range of products that are more effective and faster-acting.

Key Market Drivers

Changing Dietary Habits

Spicy and acidic foods, such as citrus fruits, tomatoes, and foods high in spices or vinegar, can trigger or exacerbate heartburn and acid reflux. As people incorporate these foods into their diets, they may experience acid-related discomfort and seek relief through antacids. Diets high in fat can slow down digestion and increase the risk of acid reflux. Fast food and processed foods, which are often high in fat, contribute to dietary habits that can lead to heartburn and indigestion. Overeating, especially in a single large meal, can put pressure on the lower esophageal sphincter (LES), allowing stomach acid to flow back into the esophagus. People with a tendency to consume big meals may experience heartburn, making antacids a go-to solution. Late-night eating can disrupt sleep patterns and increase the risk of acid reflux. As individuals develop habits of eating close to bedtime, they may experience acid-related discomfort, prompting the use of antacids.

Skipping meals or eating irregularly can lead to fluctuations in stomach acid production, increasing the likelihood of heartburn and indigestion when food is finally consumed. For some individuals, specific foods act as triggers for heartburn or indigestion. These trigger foods can vary from person to person but often include coffee, chocolate, alcohol, and mint. As people consume these foods, they may experience symptoms that lead to antacid use. Obesity is a significant risk factor for acid reflux and GERD. Dietary habits that contribute to weight gain can indirectly drive the demand for antacids as obese individuals are more prone to acid-related disorders. Diets high in processed and sugary foods can contribute to gastrointestinal issues and heartburn. As these diets become more common, the demand for antacids may increase. The consumption of caffeinated beverages like coffee and carbonated drinks can relax the LES and increase stomach acid production, potentially leading to heartburn. The globalization of food and the popularity of international cuisines can introduce people to new and spicy foods, which may be less familiar to their digestive systems and increase the likelihood of heartburn. This factor will help in the development of the Global Antacids Market.

Innovation in Formulations

Manufacturers have developed antacids that work more rapidly to provide immediate relief from heartburn and indigestion. These fast-acting formulations can neutralize stomach acid quickly, offering prompt relief. Some formulations are designed to provide sustained relief over an extended period, reducing the need for frequent dosing. This is especially valuable for individuals with chronic acid-related conditions. Chewable antacid tablets offer convenience and portability. They are an appealing option for individuals who prefer not to swallow traditional tablets or capsules. These formulations are available in various flavors. Effervescent antacids are designed to dissolve quickly in water, producing a bubbly solution that can be consumed for rapid relief. They offer a different delivery method for those who prefer liquid forms. Some formulations combine multiple active ingredients to address multiple symptoms simultaneously. For example, they may include an antacid to neutralize stomach acid and an H₂ blocker to reduce acid production. Antacids with natural and organic ingredients are gaining popularity as consumers become more health conscious. These formulations may use naturally derived active ingredients, such as calcium carbonate derived from natural sources. Innovations in antacid formulations often focus on reducing the sodium and aluminum content. This is particularly important for individuals who need to limit their intake of these elements.

Formulations with reduced sugar or artificial sweeteners cater to consumers looking for sugar-free or low-calorie antacid options. Manufacturers offer a wide range of flavors to make antacids more palatable. This variety helps cater to consumer preferences and can make the experience of taking antacids more enjoyable. Innovative packaging includes single-dose packets and on-the-go packaging for busy individuals who need to carry antacids with them. This convenience factor enhances the user experience. Gel-based antacids may provide a soothing, coating effect in addition to acid neutralization, offering relief to those with more severe symptoms. Some formulations use natural sweeteners, like stevia or honey, instead of artificial sweeteners or high-sugar content, to make the antacids more appealing. Antacids catering to specific dietary restrictions, such as gluten-free or allergen-free formulations, meet the needs of individuals with dietary sensitivities or allergies. Some formulations are developed to address a range of symptoms, such as gas, bloating, and upset stomach, in addition to heartburn and acid indigestion. This factor will pace up the demand of the Global Antacids Market.

Increasing Aging Population

As individuals age, the muscles in the lower esophageal sphincter (LES), which normally prevent stomach acid from flowing back into the esophagus, may weaken. This can lead to a condition known as gastroesophageal reflux disease (GERD) or acid

reflux, increasing the likelihood of heartburn and indigestion. Aging can lead to delayed gastric emptying, which means that the stomach takes longer to digest food. This can result in prolonged exposure to stomach acid and an increased risk of acid-related discomfort. Older adults often take medications for various health conditions. Some medications, such as non-steroidal anti-inflammatory drugs (NSAIDs) and certain osteoporosis medications, can irritate the stomach lining and increase the risk of heartburn and gastritis. Seniors may experience changes in dietary habits, including consuming softer or blander foods. These changes can affect the body's natural acid-buffering capacity and increase the likelihood of indigestion.

Older individuals are more likely to have chronic health conditions, such as obesity, which are associated with an increased risk of GERD and other acid-related disorders. Age-related weight gain can contribute to abdominal obesity, increasing the pressure on the stomach and causing stomach contents to push against the LES, leading to acid reflux. Factors like sedentary lifestyles and lack of physical activity can contribute to obesity and increase the risk of acid reflux in older adults. Some older individuals may have acid-related disorders that go undiagnosed or are underdiagnosed, leading to delayed treatment and a greater reliance on antacids. The elderly often take multiple medications, and these drugs can interact with each other or have side effects that affect the gastrointestinal system. This can lead to heartburn and indigestion, prompting the use of antacids. Aging can lead to a reduced tolerance for spicy or acidic foods, which are more likely to trigger heartburn and indigestion. Some older individuals become more sensitive to dietary triggers like caffeine, alcohol, and certain spices, making them more susceptible to acid-related discomfort. This factor will accelerate the demand of the Global Antacids Market.

Key Market Challenges

Generic Competition

As patents for branded antacid medications expire, generic drug manufacturers are legally allowed to produce and market their versions of the same medications. This leads to an increase in the availability of generic antacids. Generic antacids are typically more cost-effective than their branded counterparts. This price advantage is attractive to cost-conscious consumers, healthcare providers, and healthcare systems. The proliferation of generic antacid products can fragment the market, making it more challenging for branded antacids to maintain market share and premium pricing. Many consumers trust generic medications, believing that they are equivalent in quality and efficacy to their branded counterparts. This trust further drives the demand for generic

antacids.

Generic antacids must meet the same regulatory standards for safety and efficacy as branded products. Once approved by regulatory agencies, they become competitive alternatives in the market. Health insurance plans and formulary lists often favor the use of generic medications, making them more accessible and cost-effective for patients. Pharmacies may dispense generic versions of antacids in place of branded products, unless specifically requested by the patient or healthcare provider. In response to generic competition, some pharmaceutical companies may choose to reduce the prices of their branded antacids or offer rebates and incentives to maintain their market share. Branded antacids invest heavily in marketing and branding to maintain consumer loyalty and differentiate their products. However, generic competition can still erode their market presence.

Growth of Prescription Alternatives

As more people seek prescription medications for acid-related disorders, it can result in a shift away from OTC antacids. Consumers may prefer the perceived efficacy and specificity of prescription medications, particularly in cases of severe or chronic conditions. Prescription medications, such as proton pump inhibitors (PPIs) and H2 blockers, can provide more potent and sustained relief for individuals with severe or persistent acid-related disorders. This can make them a preferred choice for patients and healthcare providers. Many prescription medications are covered by health insurance, making them more affordable for patients, especially those with insurance coverage. This can reduce the cost advantage of OTC antacids. Healthcare providers can diagnose the severity of acid-related disorders and prescribe appropriate treatments. Patients often rely on the expertise of medical professionals, leading to the use of prescription alternatives.

Chronic acid reflux and GERD may require long-term management. Patients are more likely to receive and continue with prescription alternatives under the guidance of their healthcare providers. Some patients may have underlying medical conditions that contribute to their acid-related disorders. Prescription medications can target both the symptoms and the underlying causes. Pharmaceutical companies marketing prescription alternatives often invest significantly in promotion and awareness campaigns, impacting consumer behavior and the choices they make. Some individuals may overuse OTC antacids, leading to potential side effects like electrolyte imbalances. Healthcare providers may opt for prescription alternatives to better manage patients' conditions.

Key Market Trends

E-commerce and Online Retail

E-commerce and online retail provide a convenient way for consumers to purchase antacids. They can browse, compare products, and make purchases from the comfort of their homes, saving time and effort. Online platforms offer a broader selection of antacids, including different brands, formulations, and flavors. This variety allows consumers to choose products that best suit their preferences and needs. Online platforms provide detailed product information, customer reviews, and expert recommendations, enabling consumers to make informed choices when selecting antacids. Consumers can easily compare prices of antacids across multiple online retailers, helping them find the best deals and discounts.

Online retailers often carry niche or specialty antacid products, such as those with natural ingredients or unique formulations, catering to specific consumer preferences. Online shopping allows consumers to purchase antacids in bulk, potentially saving them money and ensuring a steady supply. Antacids can be delivered to the consumer's doorstep, eliminating the need for a trip to a physical store. This is particularly appealing for individuals with mobility issues or those living in remote areas. Some e-commerce platforms offer subscription services for antacids, ensuring regular and convenient delivery of these products to customers. Online shopping provides privacy and discretion, which can be important for individuals seeking relief from sensitive gastrointestinal issues.

Segmental Insights

Type Insights

In 2022, the Global Antacids Market largest share was held by tablets segment and is predicted to continue expanding over the coming years. Tablets are simple and convenient to use. They offer a precise dosage, making it easier for consumers to control the amount they take, which is important when seeking relief from heartburn or indigestion. Tablets are highly portable, allowing users to carry them in their purse, pocket, or bag. This mobility is especially advantageous for individuals who may need antacids on the go. Tablets generally have a longer shelf life compared to liquid antacids. This means consumers can stock up on tablets without worrying about them expiring quickly.

Tablets offer consistent and accurate dosing, which can be important for managing acid-related discomfort. Consumers can easily follow recommended dosage instructions. The tablets segment offers a wide variety of formulations, including chewable tablets, effervescent tablets, and traditional swallowable tablets. This variety allows consumers to choose a product that aligns with their preferences and needs. Chewable tablet formulations often come in various flavors, which can make them more appealing to consumers who prefer a specific taste. Unlike liquid antacids, tablets are mess-free. They don't spill, leak, or require special storage considerations. Some tablet formulations are designed to provide longer-lasting relief compared to liquid antacids. This can be an attractive feature for consumers seeking extended relief from heartburn and indigestion.

End-Use Insights

In 2022, the Global Antacids Market largest share was held by retail pharmacy segment in the forecast period and is predicted to continue expanding over the coming years. Retail pharmacies are widely distributed and easily accessible to consumers in urban and rural areas. Patients can obtain antacids conveniently from their local pharmacy without the need for a prescription, making it a popular choice for those seeking immediate relief from heartburn and indigestion. Antacids are often available as over the counter (OTC) medications, and retail pharmacies are the primary outlets for OTC products. Consumers can purchase antacids without a doctor's prescription, which aligns with the self-medication trend and promotes the sale of antacids in retail settings. Retail pharmacists can provide valuable information and recommendations to customers. They can help consumers select the most appropriate antacid based on their symptoms, medical history, and any potential interactions with other medications they may be taking.

Retail pharmacies typically offer a wide selection of antacid brands and formulations, giving consumers the opportunity to choose products that suit their preferences, including flavor, form (tablets, liquids, chewable, etc.), and specific ingredients. Consumers often have trust in their local retail pharmacies due to the established reputation of these businesses. This trust factor can lead to a higher likelihood of consumers choosing to purchase antacids from these establishments. Many retail pharmacies offer additional healthcare services, such as flu shots, health screenings, and medication counseling. This multifaceted approach to healthcare encourages consumers to visit these locations for their various health needs, including antacids.

Regional Insights

The North America region dominates the Global Antacids Market in 2022. North America has a relatively high incidence of acid-related gastrointestinal disorders, such as heartburn, gastroesophageal reflux disease (GERD), and indigestion. Lifestyle factors, including dietary habits and stress, contribute to this prevalence. As a result, there is a consistent demand for antacids in the region. The aging population in North America is more susceptible to acid-related disorders due to changes in digestion and increased use of medications that can trigger heartburn or indigestion. This demographic trend has driven the demand for antacids. Consumers in North America are generally well-informed about healthcare options, including OTC antacids. They often seek relief from heartburn and indigestion through self-medication, contributing to a robust OTC antacids market. North America has a well-developed healthcare infrastructure, making antacids readily available through various distribution channels, including pharmacies, supermarkets, and online retail. Pharmaceutical companies have invested significantly in marketing and promoting antacid products in North America, increasing consumer awareness and brand recognition.

Key Market Players

GlaxoSmithKline plc

Bayer AG

Boehringer Ingelheim International GmbH

Dr. Reddy's Laboratories Ltd.

Sanofi SA

Reckitt Benckiser Group plc

Sun Pharmaceuticals Ltd.

Takeda Pharmaceutical Company Limited

Pfizer Inc.

Procter & Gamble Co.

Report Scope:

In this report, the Global Antacids Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Antacids Market, By Type:

Tablet

Liquid

Others

Antacids Market, By End-Use:

Retail Pharmacy

Hospital Pharmacy

Online Pharmacy

Antacids Market, By region:

North America

United States

Canada

Mexico

Asia-Pacific

China

India

South Korea

Australia

Japan

Europe

Germany

France

United Kingdom

Spain

Italy

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Antacids Market.

Available Customizations:

Global Antacids Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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