

# Irritable Bowel Syndrome Treatment Market Size, Trends, Analysis, and Outlook By Type (IBS-C, IBS-D), By Product (Xifaxan, Linzess/Constella, Viberzi, Amitiza, Others), by Region, Country, Segment, and Companies, 2024-2030

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## Abstracts

The global Irritable Bowel Syndrome Treatment market size is poised to register 8.76% growth from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Irritable Bowel Syndrome Treatment market across By Type (IBS-C, IBS-D), By Product (Xifaxan, Linzess/Constella, Viberzi, Amitiza, Others).

The irritable bowel syndrome treatment market is witnessing notable growth, driven by increasing prevalence of irritable bowel syndrome (IBS), growing awareness of the disease burden, and advancements in pharmacotherapy and dietary management approaches. Irritable bowel syndrome is a common gastrointestinal disorder characterized by abdominal pain, bloating, diarrhea, and constipation, which can significantly impact quality of life and functional status in affected individuals. Treatment options for IBS include dietary modifications, lifestyle changes, over-the-counter medications, and prescription drugs such as antispasmodics, laxatives, and serotonin receptor modulators, which aim to alleviate symptoms, improve bowel function, and reduce visceral hypersensitivity in patients with IBS subtypes. With a growing emphasis on patient-centered care, symptom management, and multidisciplinary approach, gastroenterologists, dietitians, and mental health professionals are collaborating to develop individualized treatment plans and holistic interventions tailored to the unique needs and preferences of patients with IBS. Moreover, advancements in gut microbiome research, neurogastroenterology, and mind-body therapies are driving market expansion, offering new opportunities to identify IBS triggers, modulate gut-brain

axis function, and optimize treatment outcomes through personalized and integrative approaches. Additionally, collaborations between pharmaceutical companies, dietary supplement manufacturers, and patient advocacy groups are driving innovation in IBS treatment, fostering the development of novel therapeutics, symptom relief products, and digital health solutions to address the multifactorial nature of IBS and improve quality of life for patients with this chronic and complex gastrointestinal condition.

## Irritable Bowel Syndrome Treatment Market Drivers, Trends, Opportunities, and Growth Opportunities

This comprehensive study discusses the latest trends and the most pressing challenges for industry players and investors. The Irritable Bowel Syndrome Treatment market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Irritable Bowel Syndrome Treatment survey report provides the market size outlook across types, applications, and other segments across the world and regions. It provides data-driven insights and actionable recommendations for companies in the Irritable Bowel Syndrome Treatment industry.

## Key market trends defining the global Irritable Bowel Syndrome Treatment demand in 2024 and Beyond

The industry continues to remain an attractive hub for opportunities for both domestic and global vendors. As the market evolves, factors such as emerging market dynamics, demand from end-user sectors, a growing patient base, changes in consumption patterns, and widening distribution channels continue to play a major role.

## Irritable Bowel Syndrome Treatment Market Segmentation- Industry Share, Market Size, and Outlook to 2030

The Irritable Bowel Syndrome Treatment industry comprises a wide range of segments and sub-segments. The rising demand for these product types and applications is supporting companies to increase their investment levels across niche segments. Accordingly, leading companies plan to generate a large share of their future revenue growth from expansion into these niche segments. The report presents the market size outlook across segments to support Irritable Bowel Syndrome Treatment companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

Key strategies adopted by companies within the Irritable Bowel Syndrome Treatment industry

Leading Irritable Bowel Syndrome Treatment companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions in key regions. Further, companies are leveraging advanced technologies to unlock opportunities and achieve operational excellence. The report provides key strategies opted for by the top 10 Irritable Bowel Syndrome Treatment companies.

Irritable Bowel Syndrome Treatment Market Study- Strategic Analysis Review

The Irritable Bowel Syndrome Treatment market research report dives deep into the qualitative factors shaping the market, empowering you to make informed decisions-

**Industry Dynamics:** Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.

**Strategic Insights:** Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.

**Internal Strengths and Weaknesses:** Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.

**Future Possibilities:** Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

Irritable Bowel Syndrome Treatment Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Irritable Bowel Syndrome Treatment industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. Further, with actual data for 2023, the report forecasts the market size outlook from 2024 to 2030 in three case scenarios- low case, reference case, and high case scenarios.

Irritable Bowel Syndrome Treatment Country Analysis and Revenue Outlook to 2030

The report analyses 22 countries worldwide including the key driving forces and market size outlook from 2021 to 2030. In addition, region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America is included in the study. For each of the six regions, the market size outlook by segments is forecast for 2030.

### North America Irritable Bowel Syndrome Treatment Market Size Outlook- Companies plan for focused investments in a changing environment

The US continues to remain the market leader in North America, driven by a large consumer base, the presence of well-established providers, and a strong end-user industry demand. Leading companies focus on new product launches in the changing environment. The US economy is expected to grow in 2024 (around 2.2% growth in 2024), potentially driving demand for various Irritable Bowel Syndrome Treatment market segments. Similarly, Strong end-user demand is encouraging Canadian Irritable Bowel Syndrome Treatment companies to invest in niche segments. Further, as Mexico continues to strengthen its trade relations and invest in technological advancements, the Mexico Irritable Bowel Syndrome Treatment market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

### Europe Irritable Bowel Syndrome Treatment Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities

The German industry remains the major market for companies in the European Irritable Bowel Syndrome Treatment industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of businesses in identifying and leveraging new growth prospects positions the European Irritable Bowel Syndrome Treatment market for an upward trajectory, fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and a keen understanding of consumer preferences.

### Asia Pacific Irritable Bowel Syndrome Treatment Market Size Outlook- an attractive hub for opportunities for both local and global companies

The increasing prevalence of indications, robust healthcare expenditure, and increasing investments in healthcare infrastructure drive the demand for Irritable Bowel Syndrome

Treatment in Asia Pacific. In particular, China, India, and South East Asian Irritable Bowel Syndrome Treatment markets present a compelling outlook for 2030, acting as a magnet for both domestic and multinational manufacturers seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major markets in the region.

Latin America Irritable Bowel Syndrome Treatment Market Size Outlook- Continued urbanization and rising income levels

Rising income levels contribute to greater purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

Middle East and Africa Irritable Bowel Syndrome Treatment Market Size Outlook- continues its upward trajectory across segments

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Irritable Bowel Syndrome Treatment market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Irritable Bowel Syndrome Treatment.

Irritable Bowel Syndrome Treatment Market Company Profiles

The global Irritable Bowel Syndrome Treatment market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. Leading companies included in the study are AbbVie Inc, Alfasigma Spa, Astellas Pharma Inc, AstraZeneca Plc, Bausch Health Companies Inc, Ironwood Pharmaceuticals Inc, Mallinckrodt Plc, Novartis AG, Sebelo Pharmaceuticals Inc, Teva Pharmaceutical Industries Ltd

Recent Irritable Bowel Syndrome Treatment Market Developments

The global Irritable Bowel Syndrome Treatment market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

## Irritable Bowel Syndrome Treatment Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2030 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

## Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

## Market Segmentation:

By Type

IBS-C

-Linzess/Constella

-Amitiza

-Others

IBS-D

-Xifaxan

-Viberzi

-Others

By Product

Xifaxan

Linzess/Constella

Viberzi

Amitiza

Others

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

AbbVie Inc

Alfasigma Spa

Astellas Pharma Inc

AstraZeneca Plc

Bausch Health Companies Inc

Ironwood Pharmaceuticals Inc

Mallinckrodt Plc

Novartis AG

Sebela Pharmaceuticals Inc

Teva Pharmaceutical Industries Ltd

Formats Available: Excel, PDF, and PPT



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## By Type

### IBS-C

-Linzess/Constella

-Amitiza

-Others

### IBS-D

-Xifaxan

-Viberzi

-Others

## By Product

Xifaxan

Linzess/Constella

Viberzi

Amitiza

Others

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Mallinckrodt Plc  
Novartis AG  
Sebela Pharmaceuticals Inc  
Teva Pharmaceutical Industries Ltd

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