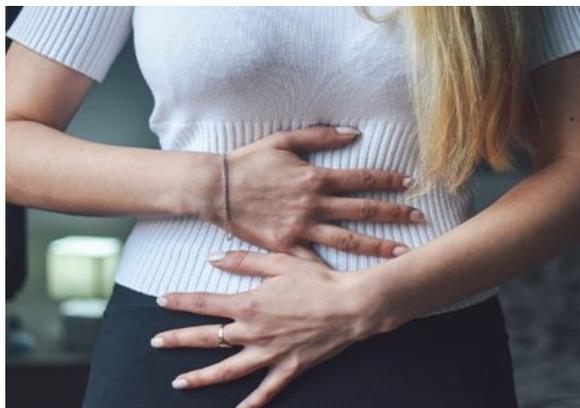


Digestive Health - US - August 2019

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"The digestive health market has exceeded expectations, with US retail sales estimated to reach more than \$5.1 billion in 2019. Previously, the category was supported by Rx-to-OTC conversions in the antacid segment, boosting sales dramatically in 2015. Since then, growth had stabilized and was predicted to flat line."
- **Andrea Wroble, Research Analyst**

This report looks at the following areas:

- Digestive health symptoms are infrequent
- Value-oriented consumers choose store brands
- Holistic approach to health challenges use of OTC products

New product innovations, refreshed marketing strategies and rehydration claims are bringing success to the once stagnating market.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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