

Digestive Health - US - July 2017

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"The majority of adults experienced some kind of gastrointestinal problem in the last year, and just over half treated their ailment with an OTC (over-the-counter) medication. This denotes a strong base of digestive health consumers for category players. Still, category sales went relatively unchanged from 2016-17 as sales softened in the leading antacid segment."

- Marissa Gilbert, Sr Health & Wellness Analyst

This report looks at the following areas:

- Widespread use and population growth offer stability; declines in antacids stifle performance
- Lack of perceived need presents challenge
- Consumer confusion surrounds proactive care

For the purposes of this Report, the digestive health market has been segmented as follows:

- **Antacids:** Products that neutralize excess stomach acid and relieve heartburn, sour stomach, or acid indigestion
- **PPI (proton pump inhibitors):** Products that reduce the production of acid by blocking the enzyme in the wall of the stomach that produces acid
- **H2 blockers:** Products that reduce or inhibit the secretion of gastric acid by binding competitively with histamine to H2 receptors on cell membranes
- **Antiflatulents:** Products that help reduce gas buildup and its associated discomfort
- **Laxatives:** Products that relieve constipation and work in one of several ways: by introducing fiber to the bowel, stimulating the bowel, or softening stools
- **Stomach remedies and antidiarrheals:** Products that relieve general nausea and settle the stomach and products that slow spasms of the intestine and thicken stool

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DID YOU KNOW?

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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What's Next?

- Static market craves innovation
- Time is of the essence...no time for tummy troubles
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- Proactive care offers market opportunity
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