Digestive Health - US - July 2015

Report Price: £2466.89 | $3995.00 | €3133.71

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"The majority of consumers turn to some form of OTC digestive aids to treat gastrointestinal distress, with antacids accounting for the largest share of all digestive health remedy sales. Looking forward, consumers' need for digestive health treatments is not expected to change, however interest in proactive health options such as probiotics and prebiotics is growing."
- Marissa Gilbert, Health and Wellness Analyst

This report looks at the following areas:

- Despite solid 2015 gains in digestive health, some leading companies suffer loses
- Stomach remedies/antidiarrheals dominated by two brands; experiences lowest growth
- Nearly one third of adults choose no treatment when experiencing discomfort

This report focuses on the products marketed for digestive health or digestive relief that are available over the counter (OTC)/without a prescription.

The following items are excluded from the scope of this report: Enemas, lactose-intolerance medications, emetics/anti-emetics, and home remedies.

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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