Digestive Health - US - July 2018

Report Price: £3254.83 | $4395.00 | €3662.99

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In 2018, total US retail sales for the digestive health market are expected to exceed $4.9 billion, following slight increases since 2016. The market did increase 11.7% between 2013 and 2018, largely attributable to Rx-to-OTC transitions in the antacid segment early in the review period. However, no new Rx-to-OTC products have been introduced since 2014, providing little stimulus for new growth or category interest.

This report looks at the following areas:

- **Changes in eating habits limiting the need for digestive health remedies**
- **Young adults are driven by a sale, less impacted by brand**
- **Laxatives are a last resort for users**

59% of adults use OTC (over-the-counter) digestive health treatments and it is more common to use reactive remedies rather than try and proactively ward off issues. This means there is a strong base of digestive health consumers for category players. Still, market sales went relatively unchanged from 2017-18 as sales softened in the leading antacid segment due to increasing competition from store brands. The market has had little stimulus for new growth or category interest and Mintel forecasts the digestive health market will decline by 2.6% by 2023.

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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