

Digestive Health: Incl Impact of COVID-19 - US - August 2020

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“During the COVID-19 pandemic, adults are re-evaluating the causes of certain physical health symptoms they experience. The majority of adults attribute an increase in digestive health concerns since the start of COVID-19 to heightened feelings of stress and worry.”
– **Andrea Wroble, Senior Research Analyst, Health & Wellness**

This report looks at the following areas:

- **The impact of COVID-19 on consumer behavior and OTC digestive health products.**
- **Recessionary spending may increase purchasing of store brands.**
- **Increased stress has heightened incidence of digestive health concerns.**
- **Multi-functional health benefits will drive category innovation.**

Since the start of COVID-19, more adults report experiencing an increase in digestive health concerns, indicating greater need for symptom relief remedies. Yet, even with more digestive problems, the majority of consumers feel digestive discomfort is manageable without medication, suggesting the OTC remedy market will remain relatively stable amidst the rise in symptoms.

Heightened category sales in the re-emergence phase will be a result of mounting consumer interest in multi-functional health benefits related to gut health. Adults have built the understanding that maintaining a healthy gut microbiome is beneficial to overall wellbeing, but more recently, consumers are connecting gut health to immune system strength. Because COVID-19 threatens the health of Americans and treatment is still unknown, adults are seeking ways to improve their ability to fight illness and germs through simple health measures. Straightforward behaviors to achieve wellness goals, such as adding a multi-functional OTC digestive health supplement to daily routines, will be valued in order to gain control of personal health safety.

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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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