

Digestive Health - US - 2021

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and OTC digestive health products.
- Increased stress and unpredictable routines have heightened incidence of digestive health concerns.
- Consumers have increased engagement with the category, though financial uncertainty around the ongoing COVID-19 pandemic may result in decreased spending on OTC digestive products.
- Multifunctional product benefits will drive category innovation.
- Opportunity lies in positioning digestive health products as preventative rather than reactive solutions.

Over the last year, US adults reported an increase in digestive health concerns and were more engaged in OTC digestive health product use as a result. Despite this, however, a significant number of consumers continue to forgo digestive products in favor of lifestyle habits or simply waiting for symptoms to abate, suggesting the OTC remedy market will remain relatively stable for the foreseeable future.

A year and a half into the COVID-19 pandemic, immune system strength remains top-of-mind for consumers, and a desire for control has many consumers focusing on ways to optimize their holistic health. Though digestive health is widely understood to be a vital piece of overall wellbeing, category players must elevate the importance of gastrointestinal maintenance in consumers' eyes by encouraging proactive purchase and use of digestive health products. Brands can capture new audiences and drive more regular product use by incorporating multifunctional digestive relief remedies that provide aid in other areas of holistic health, such as stress relief and immunity building, into their offerings.



“Personal health is top-of-mind for US adults amid the continued threat of COVID-19 and new virus variants, and an emphasis on the holistic nature of overall wellbeing has many consumers considering their digestive health more seriously.”

– Sara Nettesheim, Consumer Insights Analyst, Health and Wellness

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