

Digestive Health - US - 2022

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This report looks at the following areas:

- Areas of digestive concern, including the most prevalent types of digestive ailments and the frequency with which consumers experience these digestive discomforts
- How digestive health has changed over the past 12 months and cause of digestive changes
- What types of products consumers are using to manage digestive concerns as they arise and what types of digestive remedies and treatments consumers are interested in trying in the future
- Consumer sentiment toward reactionary and preventative strategies for improving their digestive health

Digestive issues are on the rise, with most consumers experiencing digestive issues at least weekly. Stress and anxiety are the leading factors contributing to this increase. Consumers are starting to recognize the link between gut health and their overall wellbeing, leading them to merge proactive measures, such as adjusting lifestyle or taking probiotics, with reactive remedies to manage symptoms. Consumers will continue to seek ways to gain control of their health, driving interest in products that address multiple causes of many digestive concerns and ingredients that hold multiple health benefits.



"Gastrointestinal issues continue to plague consumers on a regular basis as a result of stress, lifestyle and environmental challenges. As consumers strive to optimize their overall health and wellbeing, they are recognizing the vital role that the gut microbiome plays."
 - Dorothy Kotscha, Health Analyst

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