

Digestive Health - US - 2023

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This report looks at the following areas:

- The size, segmentation and key trends driving growth in the Digestive Health market.
- Competitive strategies, as seen in the product innovation among major and niche suppliers as well, and marketing opportunities, especially relative to core consumer groups.
- Frequency and type of digestive health issues experienced.
- Type of remedies consumers turn to when in need of digestive relief.
- Attitudes and behaviors toward digestive health.

Majority of Americans experience digestive ailments at least once a month, with these issues becoming more prevalent. While indigestion, gas or constipation may be punctual issues, increasingly consumers recognize digestive health is interlinked with other areas of health and the direct impact it can have on daily life. This will open the door for brands to expand into new areas of focus, from managing emotional health to enhanced beauty benefits, as this connection strengthens.

While well-established brands are still largely focused on providing reactive support, product differentiation and robust growth lies in more holistic, on-going digestive care. Fairly steady, modest growth is anticipated through 2028.



“Symptomatic treatments for occasional issues will remain core to the market. Though digestive health is widely understood to be a vital piece of overall wellbeing, category players must work toward elevating the importance of proactive gastrointestinal maintenance.”

– **Rebecca Watters,**
Associate Director –
Household & Health

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Table of Contents

OVERVIEW

- What you need to know
- This Report looks at the following areas
- Definition
- Market context

EXECUTIVE SUMMARY

- Top takeaways
- Consumer trends
- Digestive issues on the rise, underpinning market growth
Figure 1: Change in digestive health, trended, 2020-23
- Focus on younger adults who are more engaged in the market
Figure 2: Gastrointestinal product usage, by generation, 2023
- Market digestive products as multifunctional health aids
Figure 3: Interest in digestive remedies, 2023
- Competitive strategies
- P&G expands leading position with Metamucil and Pepto-Bismol growth
- Private label holds steady in closing gap on name brand market share
- Market predictions
- Market maintains measured, yet consistent, growth
Figure 4: Total US sales and fan chart forecast of digestive health product market, at current prices, 2018-28
Figure 5: Digestive health category outlook, 2023-28
- Opportunities
- Grow core consumers through fun and innovative experiences
- Focus on new gut associations to build routine
- Science solidifies gut health in the holistic wellbeing, provides credibility to claims

MARKET SIZE AND FORECAST

- Digestive health market stabilizes
Figure 6: Total US sales and fan chart forecast of digestive health product market, at current prices, 2018-28
Figure 7: Total US sales and forecast of digestive health products, at current prices, 2018-28

SEGMENT PERFORMANCE

- Antacids control market, yet losing share to other segments

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Figure 8: Total US retail sales of digestive health products, by segment, at current prices, 2021 and 2023

MARKET DRIVERS

- **Economic uncertainty could further propel private label growth**

Figure 9: Consumer Price Index change from previous period, 2007-23

- **Older consumers are less engaged, but warrant focus to grow market**

Figure 10: US population by age, 2018-28

- **The rise of at-home diagnostic tests raises awareness**
- **The benefits of -biotics called into question**

KEY PLAYERS

- **Strong performance across the board from nearly all leading players**
- **Sales of digestive health products by company**

Figure 11: Multi-outlet sales of digestive health products, by leading companies, rolling 52 weeks 2022 and 2023

COMPETITIVE STRATEGIES AND MARKET OPPORTUNITIES

- **Adoption of functional food and drink challenges probiotic space**

Figure 12: Multi-outlet sales of select probiotic brands, rolling 52 weeks 2022 and 2023

Figure 13: Food and drink with functional ingredients linked to digestive support

- **Lifestyle marketing offers opportunity for key players**

Figure 14: TUMS Love Food Back campaign, 2022

- **Layering benefits encompasses holistic health needs with value**

Figure 15: Tums, Metamucil, Plant people

- **Next generation of gut health ingredients go beyond probiotics**

THE DIGESTIVE HEALTH CONSUMER – FAST FACTS

DIGESTIVE AILMENTS EXPERIENCED

- **Digestive issues become more prominent**

Figure 16: Change in digestive health, trended, 2020-23

- **Most digestive health concerns occur fairly irregularly**

Figure 17: Incidence of digestive issues, 2023

- **Women face a wider range of digestive issues**

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Figure 18: Number of gastrointestinal/digestive ailments experienced, by gender, 2023

- **Guide younger adults in managing their many gut issues**

Figure 19: Select digestive ailments experienced, by age, 2023

CAUSE OF DIGESTIVE CONCERNS

- **Emphasize brain-gut axis to capture new audiences**

Figure 20: Cause of digestive concerns, 2023

- **Resonate with young women through mental wellness focus**

Figure 21: Cause of digestive concerns – Increased stress and anxiety, by gender and age, 2023

- **Parents digestive health takes a hit from all angles**

Figure 22: Cause of digestive concerns, by parental status, 2023

PRODUCT USAGE

- **Reactive approach mirrored in usage patterns**

Figure 23: Gastrointestinal product usage, 2023

- **Expanding repertoire can bolster growth**

Figure 24: Repertoire of gastrointestinal product usage, 2023

- **Format can help digestive aids integrate into women's everyday routines**

Figure 25: Gastrointestinal product usage – Herbal tea, by gender, 2023

Figure 26: Pique, 2023

INTEREST IN DIGESTIVE REMEDIES

- **Interests reveal potential to blur digestive health into daily routines**

Figure 27: Interest in digestive remedies, 2023

- **Bring digestive health into new routines with women**

Figure 28: Interest in select digestive remedies, by gender, 2023

- **Room to improve older adults' interest in multifunctional benefits**

Figure 29: Interest in select digestive remedies, by generation, 2023

APPROACH TOWARD MANAGING DIGESTIVE HEALTH

- **Adults resist early action in managing digestive health**

Figure 30: Approach toward managing digestive health, 2023

- **Gen Z warrants educational focus**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Figure 31: Approach toward managing digestive health – identifying digestive issues, by generation, 2023

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- Data sources
- Sales data
- Forecast
- Consumer survey data
- Abbreviations and terms
- Abbreviations
- Terms

APPENDIX – THE MARKET

- Figure 32: Total US sales and forecast of digestive health products, at inflation-adjusted prices, 2018-28
- Figure 33: Total US sales of antacids, at current prices, 2018-23
- Figure 34: Total US sales of antacids, at inflation-adjusted prices, 2018-23
- Figure 35: Total US sales of laxatives, at current prices, 2018-23
- Figure 36: Total US sales of laxatives, at inflation-adjusted prices, 2018-23
- Figure 37: Total US sales of stomach remedies/diarrheals, at current prices, 2018-23
- Figure 38: Total US sales of stomach remedies/diarrheals, at inflation-adjusted prices, 2018-23
- Figure 39: Total US retail sales of digestive health products, by channel, at current prices, 2018-23

APPENDIX – COMPANIES AND BRANDS

- Figure 40: Multi-outlet sales of antacids, by leading companies and brands, rolling 52 weeks 2022 and 2023
- Figure 41: Multi-outlet sales of laxatives, by leading companies and brands, rolling 52 weeks 2022 and 2023
- Figure 42: Multi-outlet sales of stomach remedies/antidiarrheals, by leading companies and brands, rolling 52 weeks 2022 and 2023

APPENDIX – THE CONSUMER

Figure 43: Number of gastrointestinal/digestive ailments experienced, 2023

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
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