

Digestive Health Supplements Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

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Report description:

The digestive health supplements market is projected to register a CAGR of 7.12% during the forecast period (2023 - 2028).

The COVID-19 pandemic impacted the overall supplements industry, as many stores were shut down or were reducing business hours. For instance, Walmart announced that it would modify its store hours in response to the pandemic, while other retailers planned to temporarily close their stores. Consumer demand for multivitamin supplements increased during the pandemic as customers were looking to support their overall health and immune health, boost overall wellness, and reduce anxiety during the pandemic.

The effects of lockdown have prompted a growth in sales of value-added products such as probiotics. For instance, in 2020, the Israel-based supplements manufacturer, Anlit, introduced its Long Life Probiotic(LLP) Immune probiotics, Zinc and Elderberry (Sambuca nigris) bites. These are all-natural, immunity-supporting gummies shaped like cubes and bears. All three are also market-ready for adaptation into customized functional formulations.

Changing eating habits and increased consumption of high-sodium foods are likely to contribute to the prevalence of gastrointestinal disorders in the developed and emerging economies, which, in turn, is expected to boost the digestive health supplements market.

The rising preference for digestive supplements to control healthcare costs is also likely to positively impact the market growth. The introduction of new delivery forms, scientific evidence to support the claims, and increased consumer awareness are expected to fuel the sales of probiotic supplements.

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Digestive Health Supplements Market Trends

Rising Consumer Awareness about Gut Health

The rising consumer awareness regarding gut health is anticipated to propel the demand for digestive health supplements, especially probiotics or prebiotics. In western countries, gut health is gaining popularity among consumers who pursue a holistic approach to healthy living ingredients, such as probiotics and fiber, which are key to supporting a healthy gut microbiome. An increased number of people are accepting the role of digestive health in physical health, weight management, and maintaining energy levels, which is likely to boost the demand for probiotics in the coming years. For instance, probiotic product sales increased from 9% in 2016 to 15.8% in 2020 in South Korea.

Manufacturers are experimenting with the formulation and production of probiotics, incorporating multiple strains, especially in supplements, to offer consumers high-quality products with the added benefit of immunity. In addition to strain-specific benefits, multi-strain formulations and their advantages are highly dependent on the final blend and the clinical research associated with it. For instance, Bio-kult is a unique multi-strain live bacteria supplement with 14 strains of live bacteria, which can help a more diverse range of digestive disorders. Its powerful formulation targets the digestive tract, and it can be stored at room temperature without the need for refrigeration.

North America Holds the Largest Market Share

North America is expected to continue registering significant demand for digestive health supplements during the forecast period. High prevalence of obesity, digestive disorders, and lifestyle-related diseases on account of poor eating habits and high consumption of processed, high-sodium, and ready-to-eat foods are expected to drive the demand for digestive health supplements. North America is the global frontrunner in vitamins and dietary supplements. In the United States, vitamins and dietary supplements benefit from the broadening trend around healthy living and the rise in healthcare costs, especially among the aging population. The key product influencing growth in North America is probiotic supplements. These supplements are increasingly positioned as beneficial not only for digestion but also for immunity, allowing broader use scenarios for prevention.

Digestive Health Supplements Market Competitor Analysis

The digestive health supplements market is highly competitive, with the presence of many players. High investments in R&D activities and product innovations have led them to gain a major market share in the global market. Some of the major key players in the digestive health supplements market are Alimentary Health Limited, Bayer AG, Herbalife International of America Inc., Pfizer Inc., and NOW Health Group Inc. The key players are embarking on mergers and acquisitions in the market to expand their portfolios and cater to the interests of local consumers, concentrating on acquiring new leading brands. For instance, in May 2021, Unilever acquired the wellness supplements firm Onnit, an Austin, Texas, -based supplier of supplements that support mental performance, emotional wellness, and physical fitness. In order to satiate the more specific demands of consumers, manufacturers or brands with multiple product offerings are primarily categorizing their products into enzymes and probiotics.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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