

## **Digestive Health Supplements - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029**

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### **Report description:**

The Digestive Health Supplements Market size is estimated at USD 10.23 billion in 2024, and is expected to reach USD 13.79 billion by 2029, growing at a CAGR of 6.14% during the forecast period (2024-2029).

Consumers are increasingly becoming aware of their health due to the rising occurrence of chronic health issues, fueling the demand for digestive health supplements. These supplements are vital in maintaining weight, energy levels, and overall physical health. Moreover, the rising prevalence of digestive disorders such as irritable bowel syndrome (IBS) and gastroesophageal reflux disease among the geriatric population is boosting the demand for gut-tailored supplements. Furthermore, market players offer digestive supplements with multiple claims, such as dairy-free, gluten-free, non-GMO, organic, soy-free, and vegan. They also offer supplements in eco-friendly and biodegradable packaging to cater to environmental sustainability challenges. For instance, in November 2023, Acutia, a wholly-owned subsidiary of Alltech, launched Acutia Gut Health. The supplement is claimed to be a combination of a postbiotic, a prebiotic, and L-glutamine to address digestive upset and promote gut health over time. Also, the product is packaged in refillable jars and capsuled in compostable pouches and envelopes made of post-consumer waste.

### **Digestive Health Supplements Market Trends**

#### **Probiotics Are in High Demand**

Probiotics are supplements containing live microorganisms intended to maintain or improve the "good" bacteria (normal microflora). Consumers are increasingly becoming aware of their health through multi-channel publicity, which is anticipated to propel the demand for digestive health supplements, especially probiotics. For instance, according to the Ministry of Food and Drug Safety of the Republic of Korea and the National Food Safety Information Service, in 2022, probiotic products took up about

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16.7% of the South Korean health functional food market. Moreover, manufacturers are incorporating novel strains in supplements to offer high-quality products with the added benefit of immunity. With the growing incidences of mastitis in breastfeeding women, leading players are offering probiotics specifically for lactating women. For instance, in July 2023, Danone launched a probiotic supplement, Alimimama, for breastfeeding women to prevent mastitis.

### North America Holds the Largest Market Share

The increasing prevalence of digestive health issues, including irritable bowel syndrome, inflammatory bowel disease (IBD), cholecystitis, and diarrhea among Americans due to a surge in the consumption of fast-food products, is boosting the digestive health supplement market. Moreover, the aging population in Canada is more susceptible to digestive problems. As individuals age, their digestive become less effective, leading to digestive discomfort and nutrient deficiencies. For instance, according to Statistics Canada, in 2018, there were approximately 3.4 million women and 2.9 million men who were seniors aged over 65, while in 2022, there were 3.9 million and 3.3 million, respectively. Besides this, leading players are expanding their product portfolios to gain a competitive advantage. For instance, in September 2023, Kyowa Hakko USA expanded the reach of its IMMUSE postbiotic with its product launch in Mexico in partnership with the pharmaceutical manufacturer Quifaest. IMMUSE was a Kyowa's postbiotic that provided immune support. The product was sold at QuifaHealth stores in malls throughout Mexico City.

### Digestive Health Supplements Industry Overview

The digestive health supplement market is competitive with key players having a significant share of the global market. Some major key players are Amway Corp, Bayer AG, Herbalife International of America Inc., The Bountiful Company, and Nestle SA. These players are focusing on mergers and acquisitions to grow their portfolios and meet the needs of local customers. For example, Unilever bought the health supplements company Onnit in May 2021. Onnit is based in Austin, Texas, and sells supplements that help with mental performance, emotional wellness, and physical fitness. To meet the more specific needs of consumers, companies or brands with more than one product are mostly putting their products into two categories: enzymes and probiotics.

#### Additional Benefits:

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

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