



# DIGESTIVE HEALTH

Gastrointestinals, Probiotics & the Expanding CHC Market for Digestive Health Solutions





## Key Features of the report:

- An in-depth exploration of the **CHC GIs & Probiotics** market globally, including **Antacids, Laxatives, Antidiarrhoeals, Liver & bile remedies, ORTs, Probiotics** and more
- **Coverage of 10 major markets from around the world**, with topline sales, brand performances, the latest developments, launches and promotional campaigns PLUS **mini-profiles of additional markets**
- Very latest year-end 2023 sales from the just-published **DB6**, our dedicated CHC sales database, plus historical growth rates back to 2019
- **Case studies of key brands**, highlighting strategies and success factors, sales, NPD activity and consumer & HCP promotion
- A dedicated chapter investigates **what the future holds for Digestive Health**, examining the latest research into the gut-brain axis and new areas of development
- **Forecast sales to 2024 & 2025** for all categories and countries, plus longer-term predictions to **2028 & 2033**

Digestive Health and the role of the gut microbiome in multiple facets of health is one of the hottest topics in consumer healthcare. Marketers and consumers are increasingly switched on to this exciting area of the CHC market that already has established demand among consumers and is ripe for further development. With widening acceptance of the health benefits of “the biotics family”, the market is primed to expand via new launches across an ever-widening range of categories, including heart, brain and joint health, not to mention immunity, weight management and skin health, backed by a growing body of scientific evidence supporting their efficacy.

Meanwhile, a whole swathe of traditional GIs categories, including antacids, ORTs, laxatives, digestive enzymes & more, are being driven by factors such as modern fast-paced stressful lifestyles, rising consumer understanding of digestive conditions, targeted launch activity and a return to travelling in a post-Covid world.



Forecast to be among the fastest-growing CHC categories in the next 5-10 years, Gastrointestinals is a key arena for future development, including promising key niches such as food intolerance, hangover cures and rehydration wellness.

By examining 10 core markets in detail (and additional key markets in brief), analysing brand performances and launch activity, our **Digestive Health** report aims to investigate the untapped potential in this important CHC category.

## 10 individual markets profiled in depth



Brazil



China



France



Germany



India



Italy



Japan



Mexico



UK



USA

Plus selected additional markets in brief



Nicholas Hall's  
CHC REPORTS



The report features the latest end-2023 sales data from our dedicated **DB6** database, including topline historical sales globally, by country and category, as well as individual brand performances, and long-term forecasts to 2028 and 2033.

Diving into the factors affecting the **Gastrointestinals & Probiotics** markets, from consumer trends and regulatory changes to A+P campaigns and new product launch activity, this report sheds light on trends & developments across **10 in-depth country profiles** with insights and predictions, as well as shorter profiles of other key markets.

A dedicated chapter – **Digestive Health: What Does the Future Hold?** – interrogates likely scenarios for the biotics family (probiotics, prebiotics, synbiotics & postbiotics), including the latest research into the gut-brain axis, the expanding role of gut flora in health and exciting areas of development such as probiotics for mental health, custom probiotics and the gut-muscle axis.

**Categories covered in this report include:**

- Antacids • Antiflatulents • Laxatives • Antidiarrhoeals
- Oral rehydration treatments • Antinauseants
- Digestive enzymes • Liver & bile remedies
- Antispasmodics & IBS remedies
- Traditional digestive remedies • Probiotics<sup>†</sup>

<sup>†</sup>sales tracked under VMS in **DB6**

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Site licence:	GB£10,000	GB£11,800

**Key questions investigated in this report**

What are the key differences from market to market in terms of growth drivers, consumer choices and competitive landscape?

Which marketers and brands stand out and why?

How will NPD benefit GIs & Probiotics in the years ahead?

What are the opportunities for e-commerce and digital marketing?

What new niches and demographics remain underserved?

What does the future hold for Digestive Health brands?