



# Digestive Health

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

*An all-new category report  
publishing June 2026*

## Key Features of the report:

An in-depth exploration of the **CHC GIs & Probiotics** market, including **Antacids, Laxatives, Antidiarrhoeals, Liver & bile remedies, ORTs, Probiotics** and more

**Coverage of 15 major markets** from across the globe, with topline sales, brand & marketer performances, the latest developments, launches and promotional campaigns

Very latest **year-end 2025 sales** from the just-published **DB6**, our dedicated CHC sales database, plus historical growth rates back to 2021

Selected **category sales segmented** by product type in each country

**Internet & mail order channel sales** for every market profiled

**Case studies of key brands**, highlighting growth drivers, sales, NPD activity and consumer & HCP promotion

A look to the future includes long-term **forecast sales** for all categories and countries to 2030 & 2035, plus the most up-to-date short-term forecasts (to 2026 & 2027)

Sales of **Gastrointestinals**, 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 an uptick in foreign travel. Added to that is a trend towards GLP-1 use and a need to counter common side effects, most of which are digestion-related (nausea, diarrhoea, constipation, bloating). Forecast to be among the fastest-growing CHC categories in the next 5-10 years, Gastrointestinals is a key arena for future development, including key niches such as food intolerance, hangover cures and rehydration wellness.

Adjacent to this, **Probiotics** continues to be one of the fastest-developing CHC categories, boosted by widening acceptance of the health benefits of “the biotics family” and understanding of the gut microbiome’s role in multiple facets of health. 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.

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 CHC category.

## **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?**

**What can be learned from the most successful marketers & brands?**

**Has NPD benefited the market and does it offer a route to growth?**

**Which categories and segments are driving current growth and which are best placed for future dynamism?**

**Can new niches and underserved demographics be identified?**

**What does the future hold for Digestive Health brands and where do the best opportunities lie?**

Assessing the short-term outlook, the report includes **full year 2026 & 2027 forecasts for all categories** in each market profiled.

With launch activity in GIs slowing year on year, while probiotics still see some of the highest NPD activity, has the impetus shifted from quantity to quality? **New product development** is explored across markets, including Rx-to-OTC switches, delivery format innovations, new benefits and more.

**Brand case studies** evaluate the key lessons to be learned from rising star brands and established products, including consumer messaging, digital strategies and portfolio development.

PRICING OPTIONS	PRE-PUBLICATION DISCOUNT	LIST PRICE
GLOBAL LICENCE	GB£14,900	GB£17,500
SITE LICENCE	GB£11,900	GB£13,900



*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**  
**Other GIs • Probiotics<sup>†</sup>**

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

*10 individual markets profiled in depth:*

**Brazil • China • France**  
**Germany • India • Italy • Japan**  
**Mexico • UK • USA**

*Plus additional markets in brief:*

**Canada • Poland • Russia**  
**South Korea • Spain**

The report features the latest end-2025 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 2030 and 2035.

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.**

**Contact [melissa.lee@NicholasHall.com](mailto:melissa.lee@NicholasHall.com)**  
**for more details or to place an order**