







## Digestive Health Market Shares and Strategies of Key Players

The digestive health products industry comprises probiotics, prebiotics, food enzymes, and fiber & bran supplements consumed to maintain optimal digestive health. Digestive health products provide essential benefits like improving nutrient absorption, supporting healthy digestion, strengthening gut immunity, and reducing bloating, constipation, and other gastrointestinal issues. Probiotics containing live microorganisms like *Lactobacillus*, *Bifidobacterium*, and *Streptococcus thermophilus* help restore the balance of gut microbiota. Prebiotics serve as a food source for probiotic bacteria in the colon. Food enzymes aid in breaking down food molecules into simpler forms for better absorption of nutrients.

The global [digestive health products market](#) is estimated to be valued at US\$ 47.02 billion in 2024 and is expected to exhibit a CAGR of 7.2% over the forecast period of 2023 to 2030. Rapid urbanization, increasing awareness about gut health, and growing health consciousness are fueling the demand for digestive health supplements. Moreover, people are preferring these products to pharmaceutical drugs due to lower side effects.

### Key Takeaways

Key players operating in the digestive health products market are Danone S.A., Arla Foods a.m.b.a, Nestlé, Chr. Hansen Holding A/S, Yakult Honsha Co., Ltd., General Mills Inc., Meiji Holdings Co., Ltd, Mondelez International, PepsiCo, Inc., and Kellogg NA Co. These companies are focusing on new product launches, mergers, and acquisitions to expand their market share.

The demand for digestive health products is growing significantly worldwide due to changing lifestyles leading to digestive issues. The increasing prevalence of gastrointestinal disorders and digestive infections caused by pathogens is propelling the need for digestive supplements. Moreover, growing health awareness due to the COVID-19 pandemic has boosted the sales of immunity-boosting probiotics and prebiotics.

Major companies are expanding their global footprint by entering emerging markets in Asia Pacific, South America, Africa, and the Middle East through collaborations and distribution agreements. Leading players have established manufacturing and distribution facilities across different countries to cater to the rising local demand.



### Market Key Trends

The digestive health products market is being increasingly influenced by the trend of gut-brain connectivity. Research is providing evidence that prebiotics and probiotics play a significant role in mood, cognition, mental health, and neurological conditions through their impact on the gut-brain axis. This is fueling innovations to develop products focused on mental wellness in addition to digestive health benefits. Moreover, the growing popularity of plant-based and vegan dietary preferences is steering innovations to introduce more plant-based and dairy-free probiotic supplements. Players are also investing in clinical trials to substantiate health claims and differentiate products, focusing on novel delivery systems like gummies, powders, and chewable tablets for improved consumer experience.

### Porter's Analysis

**Threat of new entrants:** There is moderate threat as new companies can easily enter the market with new products. **Bargaining power of buyers:** Buyers have moderate bargaining power as they can choose from various substitutable products available. **Bargaining power of suppliers:** Suppliers have low to moderate bargaining power as there are many suppliers in the market providing raw materials. **Threat of new substitutes:** There is high threat of new substitutes coming like probiotic food items. **Competitive rivalry:** The market is highly competitive as existing major players compete on the basis of product quality, innovation, marketing and brand value.

### Geographical Regions

North America region accounts for the largest share in the [digestive health products market](#) in terms of value owing to increasing health consciousness and changing lifestyles among consumers. Rise in healthcare expenditure and availability of various digestive health products have further augmented the market in the region.

