

# Dynamic Lower Gastrointestinals market offers growth potential

*The dynamic lower GIs category is currently outperforming the consumer health market overall, according to a new report from Nicholas Hall*

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[/EINPresswire.com/](http://EINPresswire.com/) -- The dynamic [lower GIs](#) category – comprising

laxatives, antidiarrhoeals, antispasmodics & IBS remedies, plus gut health probiotics – is currently outperforming the consumer health market overall, according to a new report from Nicholas Hall. Key growth drivers include stressful modern

lifestyles and unhealthy diets leading to more GI complaints; high-profile consumer promotion (much of it educational); new product development (including new formats, increased efficacy and multi-symptom presentations); and pharmacist brand recommendations (in pharmacy-dominated markets). Probiotics form the fastest-growing category thanks to launch activity, expansion of digestive positionings and growing niche for combination products.

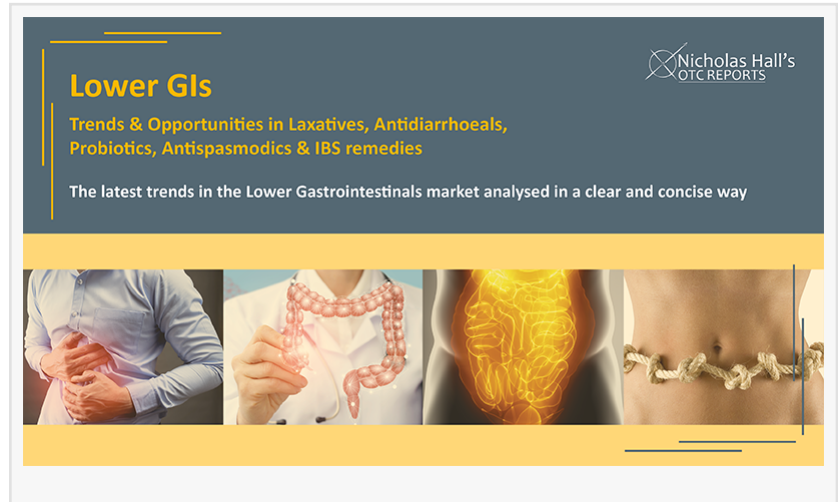
Looking at the forecasts, Lower GIs are set for year-on-year growth, with probiotics and antidiarrhoeals the strongest performers. Probiotics are particularly well-positioned for growth via significant scope for innovation. Positioning diversification offers one route to success; products which offer multiple health benefits (e.g. fibre supplements with cholesterol or blood sugar management benefits) look set to grow. Natural brands will be a driver in several categories, while marketers continue to invest in informative advertising and promotion to encourage self-care for digestive issues.

The full report, Lower GIs: Trends & Opportunities in Laxatives, Antidiarrhoeals, Probiotics, Antispasmodics & IBS Remedies, is available now. Full details can be found here:

<https://nicholashall.com/report/lowerGIs>

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