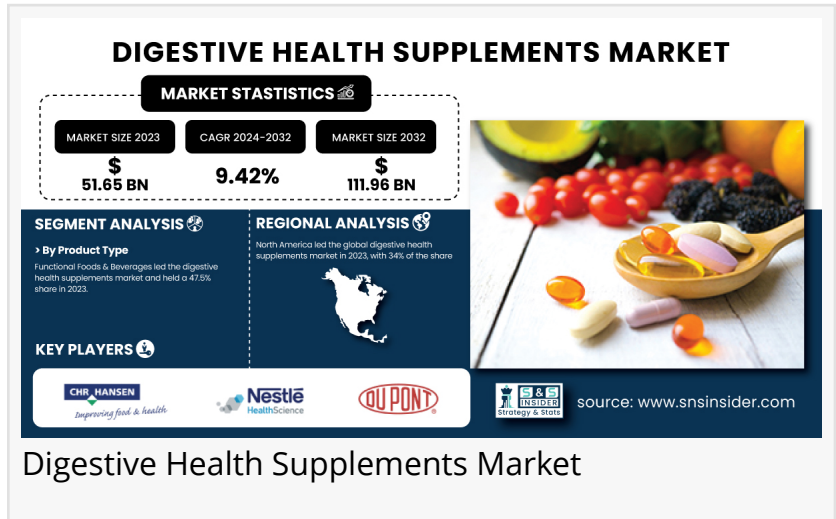


Digestive Health Supplements Market to Surge to USD 111.96 Billion by 2032 | SNS Insider

Digestive Health Supplements Market on a Strong Growth Trajectory, Driven by Rising Consumer Awareness and Functional Nutrition Trends

AUSTIN, TX, UNITED STATES, March 3, 2025 /EINPresswire.com/ -- According to Research by SNS Insider, The [Digestive Health Supplements Market](#) was valued at USD 51.65 billion in 2023 and is projected to reach USD 111.96 billion by 2032, expanding at a steady pace with increasing consumer interest in gut health and wellness.



The growth of the digestive health supplements market is primarily fueled by the rising prevalence of gastrointestinal disorders, increasing demand for probiotic-based products, and a growing emphasis on functional nutrition. Additionally, consumer preference for natural and organic supplements is further propelling market expansion.

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Key Players in Digestive Health Supplements Market

- BASF SE
- Chr. Hansen Holding A/S
- Nestle SA
- International Flavors & Fragrances Inc.
- DuPont de Nemours Inc.
- Bayer AG
- Danone
- Arla Foods amba
- Sanofi
- Cargill Inc

Market Segmentation Insights

By Product Type, the functional foods & beverages segment dominated the digestive health supplements market in 2023, accounting for 47.5% of the total share.

The rise in demand for probiotic-enriched yogurts, fortified cereals, and gut-friendly beverages has helped drive this segment to leadership. The desire for foods that taste good while providing digestive benefits has found the spotlight and further fueled the demand for functional foods. As digestive health becomes more mainstream, manufacturers introduce new products with improved probiotic strains and fiber-enriched products to meet the expanding market.

The most rapidly expanding category in the product category is dietary supplements due to the growth in the consumption of probiotics, prebiotics, and enzyme-based drugs in capsule, powder, and gummy formulation. People are becoming increasingly aware of their digestion and resorting to supplements as a preventive against gut disorders. The growing focus on personalized nutrition is also increasingly contributing to growth in this category.

By Distribution Channel, Supermarkets and hypermarkets emerged as the dominant distribution channel in 2023, capturing a significant market share.

Their extensive availability, easy access, and capacity to present a wide variety of digestive health supplements have turned them into the preferred retail outlet for customers. The presence of branded and private-label offerings at competitive prices, coupled with special promotional discounts and bulk-buy incentives, has also contributed to their dominance. In addition, the increasing trend towards in-store health sections emphasizing wellness and nutrition has driven sales through this channel.

The most rapidly growing channel is online retail, with fast growth because of the deepening penetration of e-commerce sites and direct-to-consumer (DTC) brands. Customers are using digital shopping for convenience, greater variety of products, and exposure to expert advice through reviews and subscription-based health plans. Growth in this segment is also being fueled by the increasing popularity of personalized online consultations and doorstep delivery services.

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Regional Analysis

North America led the global digestive health supplements market in 2023, holding 34% of the total market share.

The dominance in the region can be attributed to high consumer awareness regarding gut health, well-established supplement brands in the region, and the rise in demand for probiotic and prebiotic products. Furthermore, the rising incidence of digestive disorders, as well as the trend towards natural and organic supplements, has triggered substantial market momentum in the U.S. and Canada.

The Asia-Pacific region is likely to experience the most rapid growth in the coming years, driven by growing health awareness, rising disposable incomes, and a developing trend toward functional foods and supplements. China, India, and Japan are experiencing high demand for digestive health solutions, especially probiotic-based products and herbal digestive supplements. Growth in e-commerce and urbanization is also having a pivotal influence on the region's digestive health supplement market.

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