

Global Gastrointestinal Over-The-Counter (OTC) Drugs Market Growth: Projected To Reach \$67.88 Billion By 2029

The Business Research Company's Global Gastrointestinal Over-The-Counter (OTC) Drugs Market Growth: Projected To Reach \$67.88 Billion By 2029

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As per the Global Gastrointestinal Over-The-Counter OTC Drugs Market Report 2025, there has been an impressive increase in the market size of these drugs in recent years. It is projected to increase from \$45.73 billion in 2024 to \$49.59 billion in 2025, marking a compound annual growth rate CAGR of 8.4%.



It will grow to \$67.88 billion in 2029 at a compound annual growth rate (CAGR) of 8.2%."

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What Has Been Stimulating The Growth Of The Gastrointestinal Over-The-Counter OTC Drugs Market?

The primary reason behind this surge is the rising prevalence of gastrointestinal disorders. Consumers are increasingly opting for self-medication, with OTC proton

pump inhibitors becoming more readily available. The enhancement of digestive health awareness coupled with a rise in the geriatric population prone to GI issues has further propelled market growth.

The gastrointestinal over-the-counter OTC drugs market is forecasted to witness substantial growth in the future, reaching \$67.88 billion in 2029 at a CAGR of 8.2%. This forecasted growth can be attributed to the growing demand for rapid symptom relief solutions and the increasing penetration of e-commerce pharmacies. The availability of combination OTC therapies is expanding, while there is a rising focus on gut microbiome health. Effective marketing strategies and awareness campaigns by key industry players are also contributing to this growth.

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What Are The Key Drivers Propelling The Growth Of The Gastrointestinal Over-The-Counter OTC Drugs Market?

With regard to future trends in the gastrointestinal over-the-counter OTC drugs market, consumers can anticipate advancements in the formulation of fast-acting antacids, innovative probiotic-based OTC products, and the integration of herbal ingredients in digestive remedies. Advancements in packaging for dose accuracy and portability are also on the horizon.

The increasing prevalence of digestive disorders is another significant factor anticipated to propel market growth. Digestive disorders, affecting the gastrointestinal tract, including the stomach and intestines, are primarily due to a higher intake of processed, low-fiber foods. These disrupt gut health and impair digestion. Gastrointestinal OTC drugs alleviate digestive disorder symptoms by reducing stomach acid, regulating bowel movements, and enhancing gut health.

What Key Player Strategies Are Driving The Gastrointestinal Over-The-Counter OTC Drugs Market?

The gastrointestinal over-the-counter OTC drugs market is characterized by the presence of major companies such as Pfizer Inc., Procter & Gamble Co., Johnson & Johnson, Merck & Co. Inc., Bayer AG, Novartis AG, Sanofi S.A., AstraZeneca plc, Abbott Laboratories, GlaxoSmithKline plc, Takeda Pharmaceutical Company Limited, Teva Pharmaceutical Industries Ltd., Reckitt Benckiser Group plc, Boehringer Ingelheim GmbH, Haleon plc, Sandoz AG, Bausch Health Companies Inc., Sun Pharmaceutical Industries Ltd., Perrigo Company plc, and Dr. Reddy's Laboratories Ltd.

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How Is The Gastrointestinal Over-The-Counter OTC Drugs Market Segmented?

The segmented gastrointestinal over-the-counter OTC drugs market covers various products including antacids, laxatives, anti-diarrheal, anti-emetics, and others. The formulations range from tablets and capsules to liquids and other formulations. Market indicators include heartburn, diarrhoea, constipation, Gastroesophageal Reflux Disease GERD, nausea, vomiting, and others. Distribution channels encompass Direct Tender, Hospital Pharmacy, Retail Pharmacy, Online Pharmacy, among others. End-users can be classified into Hospitals, Clinics, Home Healthcare, and other categories.

What Are The Regional Insights In The Gastrointestinal Over-The-Counter OTC Drugs Market?

In terms of regional distribution, North America was the dominant player in the gastrointestinal over-the-counter OTC drugs market in 2024. On the other hand, Asia-Pacific is forecasted to be the fastest-growing region in the coming years.

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