

Digestive Health Supplements Market Size & Forecast (2025-2034): USD 25.86 Billion Projection at 6.10% CAGR

The global digestive health supplements market size was worth around USD 14.25 billion in 2024 and is predicted to grow to around USD 25.86 billion by 2034

PUNE, MAHARASHTRA, INDIA, August 6, 2025 /EINPresswire.com/ -- □

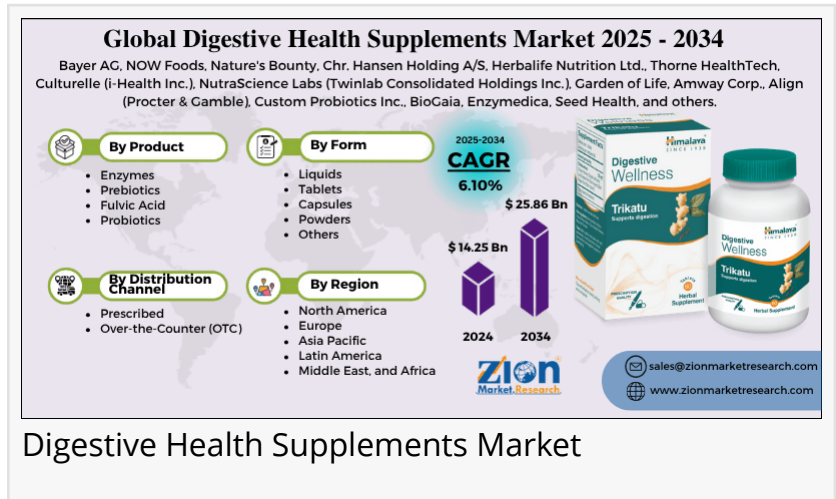
Executive Summary

The [global digestive health](#)

[supplements market](#)

was valued at approximately USD 14.25 billion in 2024 and is forecast to reach nearly

USD 25.86 billion by 2034, expanding at a compound annual growth rate (CAGR) of 6.10% from 2025 to 2034.



Digestive Health Supplements Market

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Global digestive health supplements market size was worth around USD 14.25 billion in 2024 and is predicted to grow to around USD 25.86 billion by 2034, (CAGR) of roughly 6.10% between 2025 and 2034.”

Deepak Rupnar

Access key findings and insights from our Report in this sample -

<https://www.zionmarketresearch.com/sample/digestive-health-supplements-market>

A surge in demand for probiotics, prebiotics, enzymes, and fiber-based supplements, combined with rising awareness of gut microbiota's role in immunity, mental health, and overall wellness, is reshaping the digestive health landscape.

□ Market Definition

Digestive health supplements are nutritional products designed to support or improve gastrointestinal (GI) function. These include:

Probiotics (live beneficial bacteria)

Prebiotics (fiber to feed good bacteria)

Digestive enzymes (amylase, lipase, protease)

Herbal & botanical extracts
(peppermint, ginger)
Fiber supplements (psyllium, inulin)
Used across clinical, wellness, and
preventive health settings, these
supplements are available in various
forms such as capsules, powders,
chewables, and drinks.

Key Insights:

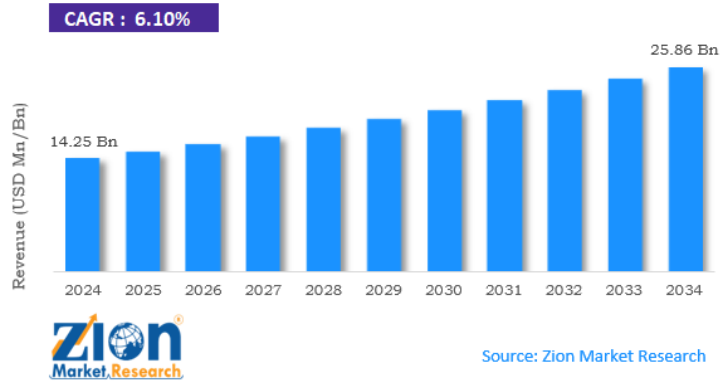
As per the analysis shared by our
research analyst, the global digestive
health supplements market is
estimated to grow annually at a CAGR
of around 6.10% over the forecast
period (2025-2034)

In terms of revenue, the global
digestive health supplements market
size was valued at around USD 14.25
billion in 2024 and is projected to reach
USD 25.86 billion by 2034.

The digestive health supplements
market is projected to grow at a
significant rate due to the rising
geriatric population worldwide.
Based on the product, the probiotics
segment is growing at a high rate and
will continue to dominate the global
market as per industry projections.
Based on the distribution channel, the
over-the-counter (OTC) segment is
anticipated to command the largest
market share.

Based on region, North America is
projected to dominate the global
market during the forecast period.

Global Digestive Health Supplements Market, 2020-2034 (USD Billion)



Digestive Health Supplements Market Size

The global digestive health
supplements market is led by
players like:



Digestive Health Supplements Market Competitive Analysis

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□ Key Market Drivers

□ 1. Rising Digestive Disorders

Increased cases of IBS (Irritable Bowel Syndrome), GERD, constipation, and gut dysbiosis globally

are driving the need for targeted gut health solutions.

□ 2. Probiotic & Prebiotic Innovation

Formulation advancements in strain-specific probiotics, synbiotics, and spore-forming bacteria are expanding application across age groups.

□ 3. Holistic Wellness Trend

Consumers increasingly associate gut health with mental clarity, immunity, and mood, spurring demand for daily supplements and fortified foods.

□ 4. Aging Population

Older adults face higher instances of digestion issues and are turning to enzyme and fiber supplements for enhanced nutrient absorption.

□ Market Segmentation

By Product Type

Probiotics

Prebiotics

Digestive Enzymes

Fiber Supplements

Others (botanicals, antacids, etc.)

By Form

Capsules/Tablets

Powders

Liquids

Chewables & Gummies

By End User

Adults

Children

Geriatric Population

By Distribution Channel

Pharmacies & Drugstores

Online Retail

Supermarkets/Hypermarkets

Health & Specialty Stores

□ Regional Insights

□ North America

Leading region, driven by high awareness and supplement consumption

U.S. dominates with over-the-counter (OTC) availability and strong demand for probiotics

□ Europe

Significant market due to rising digestive disorder prevalence and clean-label product demand
Popularity of fermented foods and natural supplements

□ Asia Pacific

Fastest-growing region

Growing middle-class awareness in India, China, and Japan

Traditional herbs and Ayurveda/TCM integrated with modern supplements

□ Latin America & MEA

Emerging markets seeing increased marketing and ecommerce penetration

Brazil and GCC countries show rising supplement uptake

□ Key Market Players

The global digestive health supplements market is led by players like:

Bayer AG

NOW Foods

Nature's Bounty

Chr. Hansen Holding A/S

Herbalife Nutrition Ltd.

Thorne HealthTech

Culturelle (i-Health Inc.)

NutraScience Labs (Twinlab Consolidated Holdings Inc.)

Garden of Life

Amway Corp.

Align (Procter & Gamble)

Custom Probiotics Inc.

BioGaia

Enzymedica

Seed Health

These players are engaged in:

New probiotic formulation R&D

Acquisitions of gut-focused nutraceutical startups

Expanding direct-to-consumer (D2C) channels

Inquiry For Buying-<https://www.zionmarketresearch.com/inquiry/digestive-health-supplements-market>

□ Recent Developments

2024: Nestlé launched “Biome+”, a probiotic range targeting gut-brain axis benefits.

2025: Abbott introduced a multi-enzyme supplement for aging adults with swallowing-friendly formats.

2025: Garden of Life rolled out organic prebiotic powders for clean-label fitness nutrition.

□□ Market Challenges

Regulatory inconsistencies across regions for probiotic claims

Consumer skepticism around efficacy without clinical validation

Need for cold-chain storage and strain stability in live bacteria supplements

Misinformation in online retail, creating confusion among first-time users

□ Future Outlook

The future of digestive health supplements will be shaped by:

Personalized gut microbiome testing

AI-powered supplement recommendations

Rise of next-gen postbiotics and psychobiotics

Clean-label, vegan, and allergen-free formulations

Expansion into pet digestive health supplements

□ Conclusion

The global digestive health supplements market is on a growth trajectory, projected to rise from USD 14.25 billion in 2024 to USD 25.86 billion by 2034, at a CAGR of 6.10%. This expansion is underpinned by modern lifestyle-induced digestive issues, microbiome science breakthroughs, and consumer pursuit of preventive wellness.

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