NFFOODS Spectrum
perspectives on food technologies & business
ASIA

Online retail channels rapidly permeating digestive remedies market

04 October 2019 | News

According to a recently published study, the global digestive remedies market in 2018 exceeded US$ 15 Bn and is expected to grow at a moderate CAGR during the forecast period. Digestive remedies such as probiotics are used for therapy of gastrointestinal (GI) illnesses. The most prevalent digestive disorders include indigestion, heartburn, diarrhea, irritable bowel syndrome (IBS), movement disease, pediatric digestive illnesses, and constipation.



Global digestive remedies market is expected to grow at a moderate CAGR during the forecast period

According to a recently published study, the global digestive remedies market in 2018 exceeded US$ 15 Bn and is expected to grow at a moderate CAGR during the forecast period. Digestive remedies such as probiotics are used for therapy of gastrointestinal (GI) illnesses. The most prevalent digestive disorders include indigestion, heartburn, diarrhea, irritable bowel syndrome (IBS), movement disease, pediatric digestive illnesses, and constipation.

The advent of online pharmacies is a trend that is allowing global digestive remedies industry to proliferate at a rapid rate. The trend for self-medication has also risen owing to simple access to the Internet, as it offers a platform where customers can communicate with health scientists around the globe. The report also opines that the demand for digestive remedies will surge with the renewed interest in clean label products.

Growing Awareness around Digestive Disorders Boosting the Demand for Digestive Remedies

The study also found that the awareness-raising campaigns of businesses such as Yakult continue to increase customer awareness of probiotic products, which in turn will continue to boost market growth for digestive remedies. In addition, growing dairy consumption in emerging economies is driving the demand for value-added dairy products.

For example, Chinaâ??s reliance on imported dairy products decreases its ability to create its own procedures and therefore it tends to replicate techniques established in Japan. Intellectual property protection for digestive remedies products must be regarded, as many imitator products are known to exist. The health advantages of digestive remedies and probiotics are presently unproven in China, which is why sales are typically driven by chemists/pharmacies.

Skyrocketed Demand for Dietary Supplements to Escalate Digestive Remedies Market Growth

The study also found that rising health issues, along with altering lifestyles and diets, have increased the demand for digestive remedies products. The positive outlook towards sports nutrition is among the main drivers of the industry. Globally, there is an increasing demand for dietary supplements which directly addresses most of the deficiencies such as vitamin deficiency, iron deficiency, mineral deficiency, and others will positively influence the global digestive remedies market.

Consumers are aware of the health benefits gained by consuming dietary supplements. Inulin, as a dietary supplement, serves as a fiber. After the ingestion of inulin, it directly goes to the small intestine, as it is not absorbed by the stomach. Since it is absorbed well by the intestines, it helps in treating constipation.

There has been a long discussion among health specialists over the benefits of digestive remedies, such as probiotics and prebiotics, for many years, and which of them was the most efficient product for improving human health. Weighing each product for its pros and cons, manufacturers and researchers originally focused on probiotics, while prebiotics was not given much importance. This mirrored the marketing styles of each product and thus the increased sales of probiotics gained traction for the worldwide market for digestive remedies.

Prebiotics contain fatty acids which supports digestive health and helps to maintain immune system. In recent years, digestive remedies market rivals have been turning to prebiotics, believing that probiotics solely are not enough for a healthy intestine.

Adoption of Innovative Marketing Strategies to Fuel the Digestive Remedies Market

The adoption of innovative marketing strategies has enabled participants in the digestive remedies sector to develop at a substantial pace. With adequate investment at each point of product development, companies in digestive remedies market have worked to increase awareness of the health advantages of digestive remedies. In order to increase brand awareness, effective clinical trial findings have been shared with their target clients. Since the market for digestive remedies is extremely controlled, the requirements of the item provided determine the placement of the item and the application for which digestive remedies is intended.