

## **Digestive Health Products Market is Growth at CAGR of 7% by 2022 -Foresight Research**

*Digestive Health Products market is calculated to grow at the CAGR of 7% during 2016-2022, by type, by application, by region, by end-user | Digestive Health Products Market*

Digestive Health Products market is calculated to grow at the CAGR of 7% during 2016-2022, by type, by application, by region, by end-user | Digestive Health Products MarketPune, India - April 21, 2017 /MarketersMedia/ -- Market Highlights

The increasing sale of digestive health products is driven by the increasing health concerns towards Digestive disorders which in turn have raised the consumption of the digestive supplements, fibers and live gut-friendly microorganisms. Changing consumer's preference and healthy consumption trends is supporting the sale of the product. Consumption of digestive health products is increasing amongst various regions of North America which is having a positive influence on the market share of Digestive health products. U.S. is one of the major markets for digestive health products holding a major share.

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### Market Forecast

Globally the digestive health products market share in health nutrition industry is estimated to escalate at a higher growth rate which is supported by the rising consumption of functional foods and supplements in the developed countries. The consumption of foods rich in dietary fiber against abdominal diseases is one of the major factors propelling the growth of digestive health product market. The consumption of Digestive Health Products is anticipated to experience a surge based on increasing cases of mal-digestion rate in the present population.

The food and beverage application of digestive health nutrition is estimated to grow at a higher growth rate based on the convenience usage and ready-to-eat (ready-to-drink) property of the product. Based on the significant health benefits of the product including proper gut functioning and weight loss, the consumption of digestive health products is anticipated to increase at a steady CAGR.

### Key Player

- o Danisco A/S (Denmark)
- o Danone S.A. (France)
- o Nestle S.A. (Switzerland)
- o Yakult Honsha Co. Ltd.(Japan)
- o Arla Foods Inc. (Denmark)
- o BioGaia AB (Sweden)
- o Lallemand (Canada)
- o Chr. Hansen holding (Denmark)
- o Cargill Incorporated (U.S.)
- o Abbott Laboratories (U.S.)

### Regional Analysis:

The Global digestive health products Market is segmented into North America, Europe, Asia Pacific, and rest of the world (ROW). Among these North America region has the major market share followed by Europe. U.S. is amongst the major producers of Digestive Health Products. Changing food preferences is supporting the growth of the market in developed countries of North America and Europe region. Canada, China, U.S. and U.K. and Japan are the major importers of Digestive

## Health Products.

### Downstream analysis-

Consumption of probiotics is increasing at higher rate due to the digestive health benefits obtained from them. Probiotic drinks segments include consumption of healthy microorganisms to increase the absorption of digestive system thereby supporting a good digestive health. The functional beverage segment includes the usage of probiotics and hence is estimated to grow at a high growth rate than the other segments. In addition, due to people suffering from lactose intolerance the lactose-free segment of the product is experiencing a surge.

### Segmentation:

By Product Type -Prebiotics, Probiotics, Multi-Vitamins, Lactase Nutritional Supplements, Digestive Nutritional Supplements and Others

By Delivery - Format Capsules, Tablets, Chewable, Drops, Caplets, Sticks, Liquids, Soft Gels, Suppositories, Gels and Others

By Specialty - Diet Natural, Vegetarian, Gluten-Free, Dairy-Free, Vegan, Organic, Lactose-Free, High-Fibre and Others

By Application - Functional Foods, Functional Beverages, Breakfast Cereals, Supplements, Pharmaceuticals and Others

By Region - North America, Europe, Asia-Pacific and Row

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