

Gastrointestinals & Health Through Digestion

Gastrointestinals, Probiotics & the Evolving Market for Health Through Digestion

(374 Pages)

Definitions & methodology (2 pages)

Executive Summary (28 pages)

Global Overview (4 pages)

Topline GIs trends & developments

Chart: Global GIs & probiotics sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Global GIs & probiotics sales by category mid-2020 (MSP, \$mn)

Chart: Global GIs & probiotics sales by region mid-2020 (MSP, \$mn)

Chart: Global leading GIs & probiotics markets mid-2020 (MSP, \$mn)

Chart: Net contribution of categories to global GIs & probiotics growth mid-2020 (MSP, \$mn)

Chart: Global GIs & probiotics sales by pharmacy / non-pharmacy channel 2019 (MSP, \$mn)

Chart: Global leading GIs & probiotics brands mid-2020 (MSP, \$mn)

Competitive landscape (3 pages)

Wide range of performances across leading GIs & probiotics players

Chart: Global leading GIs & probiotics marketers mid-2020 (MSP, \$mn)

Category Review (17 pages)

Antacids

Topline trends: Antacids

Chart: Global antacids sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Global antacids sales in leading markets mid-2020 (MSP, \$mn)

Antiflatulents

Topline trends: Antiflatulents

Chart: Global antiflatulents sales mid-2019 & mid-2020 (MSP, \$mn)

Laxatives

Topline trends: Laxatives

Chart: Global laxatives sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Global laxatives sales in leading markets mid-2020 (MSP, \$mn)

Antidiarrhoeals

Topline trends: Antidiarrhoeals

Chart: Global antidiarrhoeals sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Global antidiarrhoeals sales in leading markets mid-2020 (MSP, \$mn)

Antinauseants

Topline trends: Antinauseants

Chart: Global antidiarrhoeals sales mid-2019 & mid-2020 (MSP, \$mn)

Digestive enzymes

Topline trends: Digestive enzymes

Chart: Global digestive enzymes sales mid-2019 & mid-2020 (MSP, \$mn)

Topline trends: Liver & bile remedies

Chart: Global liver & bile remedies sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Global liver & bile remedies sales in leading markets mid-2020 (MSP, \$mn)

Antispasmodics & IBS remedies

Topline trends: Antispasmodics & IBS remedies

Chart: Global antispasmodics & IBS remedies sales mid-2019 & mid-2020 (MSP, \$mn)

Traditional digestive remedies

Topline trends: Traditional digestive remedies

Chart: Global Traditional digestive remedies sales mid-2019 & mid-2020 (MSP, \$mn)

Other GIs

Topline trends: Other GIs

Chart: Global other GIs sales mid-2019 & mid-2020 (MSP, \$mn)

Probiotics

Topline trends: Probiotics

Chart: Global probiotics sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Global probiotics sales in leading markets mid-2020 (MSP, \$mn)

Health through digestion (3 pages)

The evolving market for Health through Digestion

Growing acceptance of importance of gut microbiome ^[1]_[SEP]

Food intolerance

Outlook 2020-21 (1 page)

Chart: Global GIs & probiotics short-term forecast sales by category 2020-21 (MSP, \$mn)

Chart: Global GIs & probiotics short-term forecast sales 2020-21 (MSP, \$mn)

Outlook 2024-29 (1 page)

Longer-term outlook sees GIs & probiotics heavily influenced by lifestyle trends

Chart: Global GIs & probiotics forecast sales by category 2024-29 (MSP, \$mn)

Brazil (27 pages)

Overview (4 pages)

Topline trends & developments

Chart: Brazil GIs & probiotics sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Brazil GIs & probiotics sales by category mid-2020 (MSP, \$mn)

Chart: Brazil leading GIs & probiotics marketers mid-2020 (MSP, \$mn)

Chart: Brazil leading GIs & probiotics brands mid-2020 (MSP, \$mn)

Chart: Legal status of selected GI ingredients in Brazil

Chart: Brazil GIs & probiotics sales by pharmacy / non-pharmacy channel 2019 (MSP, \$mn)

Antacids (4 pages)

Topline trends: Antacids

Chart: Brazil antacids sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Brazil leading antacids mid-2020 (MSP, \$mn)

Chart: Brazil antacids sales by segment mid-2020 (MSP, \$mn)

Antiflatulents (1 page)

Topline trends: Antiflatulents

Chart: Brazil antiflatulents sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Brazil leading antiflatulents mid-2020 (MSP, \$mn)

Laxatives (3 page)

Topline trends: Laxatives

Chart: Brazil laxatives sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Brazil leading laxatives mid-2020 (MSP, \$mn)

Chart: Brazil laxatives sales by segment mid-2020 (MSP, \$mn)

Antidiarrhoeals (2 page)

Topline trends: Antidiarrhoeals

Chart: Brazil antidiarrhoeals sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Brazil leading antidiarrhoeals mid-2020 (MSP, \$mn)

Digestive enzymes (2 pages)

Topline trends: Digestive enzymes

Chart: Brazil digestive enzymes sales mid-2019 & mid-2020 (MSP, \$mn)

Liver & bile remedies (2 pages)

Topline trends: Liver & bile remedies

Chart: Brazil liver & bile remedies sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Brazil leading liver & bile remedies mid-2020 (MSP, \$mn)

Antispasmodics & IBS remedies (1 page)

Topline trends: Antispasmodics & IBS remedies

Chart: Brazil antispasmodics & IBS remedies sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Brazil leading antispasmodics & IBS remedies mid-2020 (MSP, \$mn)

Other GIs (1 page)

Topline trends: Other GIs

Chart: Brazil other gastrointestinal sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Brazil leading other gastrointestinal mid-2020 (MSP, \$mn)

Probiotics (5 pages)

Topline trends: Probiotics

Chart: Brazil probiotics sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Brazil leading probiotics mid-2020 (MSP, \$mn)

Chart: Brazil probiotics sales by positioning 2019 (MSP, \$mn)

Innovation round-up: New and interesting launches in 2020

Outlook for GIs & probiotics (2 pages)

Short-term forecast: Beyond core gut health, stress and immunity offer valuable positionings

Chart: Brazil GIs & probiotics short-term forecast sales by category 2020-21 (MSP, \$mn)

Lifestyle and diet choices will continue to drive growth

Chart: Brazil GIs & probiotics 5 & 10 year forecast sales by category 2024 & 2029 (MSP, \$mn)

China (31 pages)

Overview (4 pages)

Topline trends & developments

Chart: China GIs & probiotics sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: China GIs & probiotics sales by category mid-2020 (MSP, \$mn)

Chart: China leading GIs & probiotics marketers mid-2020 (MSP, \$mn)

Chart: China leading GIs & probiotics brands mid-2020 (MSP, \$mn)

Chart: Legal status of selected GI ingredients in China

Chart: China GIs & probiotics sales by pharmacy / non-pharmacy channel 2019 (MSP, \$mn)

Antacids (4 pages)

Topline trends: Antacids

Chart: China antacids sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: China leading antacids mid-2020 (MSP, \$mn)

Chart: China antacids sales by segment mid-2020 (MSP, \$mn)

Laxatives (4 pages)

Topline trends: Laxatives

Chart: China laxatives sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: China leading laxatives mid-2020 (MSP, \$mn)

Chart: China laxatives sales by segment mid-2020 (MSP, \$mn)

Antidiarrhoeals (3 pages)

Topline trends: Antidiarrhoeals

Chart: China antidiarrhoeals sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: China leading antidiarrhoeals mid-2020 (MSP, \$mn)

Antinauseants (3 pages)

Topline trends: Antinauseants

Chart: China antinauseants sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: China leading antinauseants mid-2020 (MSP, \$mn)

Traditional Chinese Medicine principles behind nausea and vomiting

Digestive enzymes (2 pages)

Topline trends: Digestive enzymes

Chart: China digestive enzymes sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: China leading enzymes sales mid-2020 (MSP, \$mn)

Liver & bile remedies (3 pages)

Topline trends: Liver & bile remedies

Chart: China liver & bile remedies sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: China leading liver & bile remedies mid-2020 (MSP, \$mn)

New launches target hangover remedies niche

Other GIs (1 pages)

Topline trends: Other GIs

Chart: China other gastrointestinal sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: China leading other gastrointestinal mid-2020 (MSP, \$mn)

Probiotics (5 pages)

Topline trends: Probiotics

Chart: China probiotics sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: China leading probiotics mid-2020 (MSP, \$mn)

Chart: China probiotics sales by positioning 2019 (MSP, \$mn)

New launches target paediatrics niche

Outlook for GIs & probiotics (2 pages)

Short-term forecast: Healthy growth as Covid lockdown brings different set of GI health needs

Chart: China GIs & probiotics short-term forecast sales by category 2020-21 (MSP, \$mn)

Numerous opportunities for future development

Chart: China GIs & probiotics 5 & 10 year forecast sales by category 2024 & 2029 (MSP, \$mn)

France (29 pages)

Overview (4 pages)

Topline trends & developments

Chart: France GIs & probiotics sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: France GIs & probiotics sales by category mid-2020 (MSP, \$mn)

Chart: France leading GIs & probiotics marketers mid-2020 (MSP, \$mn)

Chart: France leading GIs & probiotics brands mid-2020 (MSP, \$mn)

Chart: Legal status of selected GI ingredients in France

Chart: France GIs & probiotics sales by pharmacy / non-pharmacy channel 2019 (MSP, \$mn)

Antacids (3 pages)

Topline trends: Antacids

Chart: France antacids sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: France leading antacids mid-2020 (MSP, \$mn)

Chart: France antacids sales by segment mid-2020 (MSP, \$mn)

Antiflatulents (2 pages)

Topline trends: Antiflatulents

Chart: France antifatulents sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: France leading antifatulents mid-2020 (MSP, \$mn)

Laxatives (4 pages)

Topline trends: Laxatives

Chart: France laxatives sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: France leading laxatives mid-2020 (MSP, \$mn)

Chart: France laxatives sales by segment mid-2020 (MSP, \$mn)

Warning about plant-based stimulant laxative supplements

Reverse switch for oral-use colon and intestinal cleansers

Antidiarrhoeals (3 pages)

Topline trends: Antidiarrhoeals

Chart: France antidiarrhoeals sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: France leading antidiarrhoeals mid-2020 (MSP, \$mn)

Antinauseants (2 pages)

Topline trends: Antinauseants

Chart: France antinauseants sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: France leading antinauseants mid-2020 (MSP, \$mn)

Liver & bile remedies (1 page)

Topline trends: Liver & bile remedies

Chart: France liver & bile remedies sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: France leading liver & bile remedies mid-2020 (MSP, \$mn)

Antispasmodics & IBS remedies (2 pages)

Topline trends: Antispasmodics & IBS remedies

Chart: France antispasmodics & IBS remedies sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: France leading antispasmodics & IBS remedies mid-2020 (MSP, \$mn)

Other GIs (1 page)

Topline trends: Other GIs

Chart: France other gastrointestinal sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: France leading other gastrointestinal mid-2020 (MSP, \$mn)

Probiotics (5 pages)

Topline trends: Probiotics

Chart: France probiotics sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: France leading probiotics mid-2020 (MSP, \$mn)

Chart: France probiotics sales by positioning 2019 (MSP, \$mn)

Outlook for GIs & probiotics (2 pages)

Short-term forecast: Mixed performance from GIs

Chart: France GIs & probiotics short-term forecast sales by category 2020-21 (MSP, \$mn)

GIs sales forecast to slowly improve

Chart: France GIs & probiotics 5 & 10 year forecast sales by category 2024 & 2029 (MSP, \$mn)

Germany (26 pages)

Overview (4 pages)

Topline trends & developments

Chart: Germany GIs & probiotics sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Germany GIs & probiotics sales by category mid-2020 (MSP, \$mn)

Chart: Germany leading GIs & probiotics marketers mid-2020 (MSP, \$mn)

Chart: Germany leading GIs & probiotics brands mid-2020 (MSP, \$mn)

Chart: Legal status of selected GI ingredients in Germany

Chart: Germany GIs & probiotics sales by pharmacy / non-pharmacy channel 2019 (MSP, \$mn)

Antacids (3 pages)

Topline trends: Antacids

Chart: Germany antacids sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Germany leading antacids mid-2020 (MSP, \$mn)

Chart: Germany antacids sales by segment mid-2020 (MSP, \$mn)

Antiflatulents (1 page)

Topline trends: Antiflatulents

Chart: Germany antiflatulents sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Germany leading antiflatulents mid-2020 (MSP, \$mn)

Laxatives (3 pages)

Topline trends: Laxatives

Chart: Germany laxatives sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Germany leading laxatives mid-2020 (MSP, \$mn)

Chart: Germany laxatives sales by segment mid-2020 (MSP, \$mn)

Antidiarrhoeals (2 page)

Topline trends: Antidiarrhoeals

Chart: Germany antidiarrhoeals sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Germany leading antidiarrhoeals mid-2020 (MSP, \$mn)

Antinauseants (2 page)

Topline trends: Antinauseants

Chart: Germany antinauseants sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Germany leading antinauseants mid-2020 (MSP, \$mn)

Max dosages and warnings for many brands since 2018

Digestive enzymes (2 pages)

Topline trends: Digestive enzymes

Chart: Germany digestive enzymes sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Germany leading digestive enzymes mid-2020 (MSP, \$mn)

Liver & bile remedies (2 pages)

Topline trends: Liver & bile remedies

Chart: Germany liver & bile remedies sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Germany leading liver & bile remedies mid-2020 (MSP, \$mn)

Antispasmodics & IBS remedies (1 page)

Topline trends: Antispasmodics & IBS remedies

Chart: Germany antispasmodics & IBS remedies sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Germany leading antispasmodics & IBS remedies mid-2020 (MSP, \$mn)

Other GIs (1 page)

Topline trends: Other GIs

Chart: Germany other gastrointestinal sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Germany leading other gastrointestinal mid-2020 (MSP, \$mn)

Probiotics (3 pages)

Topline trends: Probiotics

Chart: Germany probiotics sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Germany leading probiotics mid-2020 (MSP, \$mn)

Chart: Germany probiotics sales by positioning 2019 (MSP, \$mn)

Outlook for GIs & probiotics (2 pages)

Short-term forecast: 2020 sees several GIs categories in decline

Chart: Germany GIs & probiotics short-term forecast sales by category 2020-21 (MSP, \$mn)

Low positive growth makes welcome return eventually

Chart: Germany GIs & probiotics 5 & 10 year forecast sales by category 2024 & 2029 (MSP, \$mn)

India (19 pages)

Overview (4 pages)

Topline trends & developments

Chart: India GIs & probiotics sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: India GIs & probiotics sales by category mid-2020 (MSP, \$mn)

Chart: India leading GIs & probiotics marketers mid-2020 (MSP, \$mn)

Chart: India leading GIs & probiotics brands mid-2020 (MSP, \$mn)

Chart: Legal status of selected GI ingredients in India

Chart: India GIs & probiotics sales by pharmacy / non-pharmacy channel 2019 (MSP, \$mn)

Antacids (3 pages)

Topline trends: Antacids

Chart: India antacids sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: India leading antacids mid-2020 (MSP, \$mn)

Chart: India antacids sales by segment mid-2020 (MSP, \$mn)

Laxatives (3 pages)

Topline trends: Laxatives

Chart: India laxatives sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: India leading laxatives mid-2020 (MSP, \$mn)

Chart: India laxatives sales by segment mid-2020 (MSP, \$mn)

Antidiarrhoeals (1 page)

Topline trends: Antidiarrhoeals

Chart: India antidiarrhoeals sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: India leading antidiarrhoeals mid-2020 (MSP, \$mn)

Liver & bile remedies (1 page)

Topline trends: Liver & bile remedies

Chart: India liver & bile remedies sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: India leading liver & bile remedies mid-2020 (MSP, \$mn)

Traditional digestive remedies (2 pages)

Topline trends: Traditional digestive remedies

Chart: India traditional digestive remedies sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: India leading traditional digestive remedies mid-2020 (MSP, \$mn)

Probiotics (3 pages)

Topline trends: Probiotics

Chart: India probiotics sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: India leading probiotics mid-2020 (MSP, \$mn)

Chart: India probiotics sales by positioning 2019 (MSP, \$mn)

Outlook for GIs & probiotics (2 pages)

Short-term forecast: Potential for rapid recovery in 2021

Chart: India GIs & probiotics short-term forecast sales by category 2020-21 (MSP, \$mn)

Strong future in the long term thanks to high demand

Chart: India GIs & probiotics 5 & 10 year forecast sales by category 2024 & 2029 (MSP, \$mn)

Italy (21 pages)

Overview (4 pages)

Topline trends & developments

Chart: Italy GIs & probiotics sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Italy GIs & probiotics sales by category mid-2020 (MSP, \$mn)

Chart: Italy leading GIs & probiotics marketers mid-2020 (MSP, \$mn)

Chart: Italy leading GIs & probiotics brands mid-2020 (MSP, \$mn)

Chart: Legal status of selected GI ingredients in Italy

Chart: Italy GIs & probiotics sales by pharmacy / non-pharmacy channel 2019 (MSP, \$mn)

Antacids (3 pages)

Topline trends: Antacids

Chart: Italy antacids sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Italy leading antacids mid-2020 (MSP, \$mn)

Chart: Italy antacids sales by segment mid-2020 (MSP, \$mn)

Antiflatulents (1 page)

Topline trends: Antiflatulents

Chart: Italy antiflatulents sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Italy leading antiflatulents mid-2020 (MSP, \$mn)

Laxatives (3 pages)

Topline trends: Laxatives

Chart: Italy laxatives sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Italy leading laxatives mid-2020 (MSP, \$mn)

Chart: Italy laxatives sales by segment mid-2020 (MSP, \$mn)

Antidiarrhoeals (1 page)

Topline trends: Antidiarrhoeals

Chart: Italy antidiarrhoeals sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Italy leading antidiarrhoeals mid-2020 (MSP, \$mn)

Antinauseants (1 page)

Topline trends: Antinauseants

Chart: Italy antinauseants sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Italy leading antinauseants mid-2020 (MSP, \$mn)

Liver & bile remedies (1 page)

Topline trends: Liver & bile remedies

Chart: Italy liver & bile remedies sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Italy leading liver & bile remedies mid-2020 (MSP, \$mn)

Antispasmodics & IBS remedies (1 page)

Topline trends: Antispasmodics & IBS remedies

Chart: Italy antispasmodics & IBS remedies sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Italy leading antispasmodics & IBS remedies mid-2020 (MSP, \$mn)

Probiotics (4 pages)

Topline trends: Probiotics

Chart: Italy probiotics sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Italy leading probiotics mid-2020 (MSP, \$mn)

Chart: Italy probiotics sales by positioning 2019 (MSP, \$mn)

Outlook for GIs & probiotics (2 pages)

Short-term forecast: Increased consumer interest in self-care

Chart: Italy GIs & probiotics short-term forecast sales by category 2020-21 (MSP, \$mn)

Probiotics will have significant impact on GIs market

Chart: Italy GIs & probiotics 5 & 10 year forecast sales by category 2024 & 2029 (MSP, \$mn)

Japan (21 pages)

Overview (4 pages)

Topline trends & developments

Chart: Japan GIs & probiotics sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Japan GIs & probiotics sales by category mid-2020 (MSP, \$mn)

Chart: Japan leading GIs & probiotics marketers mid-2020 (MSP, \$mn)

Chart: Japan leading GIs & probiotics brands mid-2020 (MSP, \$mn)

Chart: Legal status of selected GI ingredients in Japan

Chart: Japan GIs & probiotics sales by pharmacy / non-pharmacy channel 2019 (MSP, \$mn)

Antacids (4 pages)

Topline trends: Antacids

Chart: Japan antacids sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Japan leading antacids mid-2020 (MSP, \$mn)

Chart: Japan antacids sales by segment mid-2020 (MSP, \$mn)

Laxatives (3 pages)

Topline trends: Laxatives

Chart: Japan laxatives sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Japan leading laxatives mid-2020 (MSP, \$mn)

Chart: Japan laxatives sales by segment mid-2020 (MSP, \$mn)

Antidiarrhoeals (1 page)

Topline trends: Antidiarrhoeals

Chart: Japan antidiarrhoeals sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Japan leading antidiarrhoeals mid-2020 (MSP, \$mn)

Antinauseants (1 page)

Topline trends: Antinauseants

Chart: Japan antinauseants sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Japan leading antinauseants mid-2020 (MSP, \$mn)

Antispasmodics & IBS remedies (1 page)

Topline trends: Antispasmodics & IBS remedies

Chart: Japan antispasmodics & IBS remedies sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Japan leading antispasmodics & IBS remedies mid-2020 (MSP, \$mn)

Traditional digestive remedies (1 page)

Topline trends: Traditional digestive remedies

Chart: Japan traditional digestive remedies sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Japan leading traditional digestive remedies mid-2020 (MSP, \$mn)

Probiotics (4 pages)

Topline trends: Probiotics

Chart: Japan probiotics sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Japan leading probiotics mid-2020 (MSP, \$mn)

Outlook for GIs & probiotics (2 pages)

Short-term forecast: Olympics may drive market recovery

Chart: Japan GIs & probiotics short-term forecast sales by category 2020-21 (MSP, \$mn)

Switch reform may invigorate GIs

Chart: Japan GIs & probiotics 5 & 10 year forecast sales by category 2024 & 2029 (MSP, \$mn)

Mexico (25 pages)

Overview (4 pages)

Topline trends & developments

Chart: Mexico GIs & probiotics sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Mexico GIs & probiotics sales by category mid-2020 (MSP, \$mn)

Chart: Mexico leading GIs & probiotics marketers mid-2020 (MSP, \$mn)

Chart: Mexico leading GIs & probiotics brands mid-2020 (MSP, \$mn)

Chart: Legal status of selected GI ingredients in Mexico

Chart: Mexico GIs & probiotics sales by pharmacy / non-pharmacy channel 2019 (MSP, \$mn)

Antacids (4 pages)

Topline trends: Antacids

Chart: Mexico antacids sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Mexico leading antacids mid-2020 (MSP, \$mn)

Chart: Mexico antacids sales by segment mid-2020 (MSP, \$mn)

Antiflatulents (1 page)

Topline trends: Antiflatulents

Chart: Mexico antiflatulents sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Mexico leading antiflatulents mid-2020 (MSP, \$mn)

Laxatives (3 pages)

Topline trends: Laxatives

Chart: Mexico laxatives sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Mexico leading laxatives mid-2020 (MSP, \$mn)

Chart: Mexico laxatives sales by segment mid-2020 (MSP, \$mn)

Antidiarrhoeals (2 pages)

Topline trends: Antidiarrhoeals

Chart: Mexico antidiarrhoeals sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Mexico leading antidiarrhoeals mid-2020 (MSP, \$mn)

Digestive enzymes (1 page)

Topline trends: Digestive enzymes

Chart: Mexico digestive enzymes sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Mexico leading digestive enzymes mid-2020 (MSP, \$mn)

Liver & bile remedies (1 page)

Topline trends: Liver & bile remedies

Chart: Mexico liver & bile remedies sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Mexico leading liver & bile remedies mid-2020 (MSP, \$mn)

Antispasmodics & IBS remedies (2 pages)

Topline trends: Antispasmodics & IBS remedies

Chart: Mexico antispasmodics & IBS remedies sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Mexico leading antispasmodics & IBS remedies mid-2020 (MSP, \$mn)

Other GIs (2 pages)

Topline trends: Other GIs

Chart: Mexico other gastrointestinal sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Mexico leading other gastrointestinal mid-2020 (MSP, \$mn)

Probiotics (3 pages)

Topline trends: Probiotics

Chart: Mexico probiotics sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Mexico leading probiotics mid-2020 (MSP, \$mn)

Chart: Mexico probiotics sales by positioning 2019 (MSP, \$mn)

Outlook for GIs & probiotics (2 pages)

Short-term forecast: Sales affected by Covid-19 pandemic

Chart: Mexico GIs & probiotics short-term forecast sales by category 2020-21 (MSP, \$mn)

Room for more development of Mexican market

Chart: Mexico GIs & probiotics 5 & 10 year forecast sales by category 2024 & 2029 (MSP, \$mn)

Russia (31 pages)

Overview (4 pages)

Topline trends & developments

Chart: Russia GIs & probiotics sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Russia GIs & probiotics sales by category mid-2020 (MSP, \$mn)

Chart: Russia leading GIs & probiotics marketers mid-2020 (MSP, \$mn)

Chart: Russia leading GIs & probiotics brands mid-2020 (MSP, \$mn)

Chart: Legal status of selected GI ingredients in Russia

Chart: Russia GIs & probiotics sales by pharmacy / non-pharmacy channel 2019 (MSP, \$mn)

Antacids (4 pages)

Topline trends: Antacids

Chart: Russia antacids sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Russia leading antacids mid-2020 (MSP, \$mn)

Chart: Russia antacids sales by segment mid-2020 (MSP, \$mn)

Antiflatulents (1 page)

Topline trends: Antiflatulents

Chart: Russia antiflatulents sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Russia leading antiflatulents mid-2020 (MSP, \$mn)

Laxatives (3 pages)

Topline trends: Laxatives

Chart: Russia laxatives sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Russia leading laxatives mid-2020 (MSP, \$mn)

Chart: Russia laxatives sales by segment mid-2020 (MSP, \$mn)

Antidiarrhoeals (4 pages)

Topline trends: Antidiarrhoeals

Chart: Russia antidiarrhoeals sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Russia leading antidiarrhoeals mid-2020 (MSP, \$mn)

Antinauseants (1 page)

Topline trends: Antinauseants

Chart: Russia antinauseants sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Russia leading antinauseants mid-2020 (MSP, \$mn)

Digestive enzymes (2 pages)

Topline trends: Digestive enzymes

Chart: Russia digestive enzymes sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Russia leading digestive enzymes mid-2020 (MSP, \$mn)

Liver & bile remedies (3 pages)

Topline trends: Liver & bile remedies

Chart: Russia liver & bile remedies sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Russia leading liver & bile remedies mid-2020 (MSP, \$mn)

Antispasmodics & IBS remedies (2 pages)

Topline trends: Antispasmodics & IBS remedies

Chart: Russia antispasmodics & IBS remedies sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Russia leading antispasmodics & IBS remedies mid-2020 (MSP, \$mn)

Other GIs (1 pages)

Topline trends: Other GIs

Chart: Russia other gastrointestinal sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Russia leading other gastrointestinal mid-2020 (MSP, \$mn)

Probiotics (4 pages)

Topline trends: Probiotics

Chart: Russia probiotics sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Russia leading probiotics mid-2020 (MSP, \$mn)

Chart: Russia probiotics sales by positioning 2019 (MSP, \$mn)

Outlook for GIs & probiotics (2 pages)

Short-term forecast: Category to receive boost in 2020

Chart: Russia GIs & probiotics short-term forecast sales by category 2020-21 (MSP, \$mn)

Strong future forecast for Russian GIs

Chart: Russia GIs & probiotics 5 & 10 year forecast sales by category 2024 & 2029 (MSP, \$mn)

USA (25 pages)

Overview (4 pages)

Topline trends & developments

Chart: USA GIs & probiotics sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: USA GIs & probiotics sales by category mid-2020 (MSP, \$mn)

Chart: USA leading GIs & probiotics marketers mid-2020 (MSP, \$mn)

Chart: USA leading GIs & probiotics brands mid-2020 (MSP, \$mn)

Chart: Legal status of selected GI ingredients in USA

Chart: USA GIs & probiotics sales by pharmacy / non-pharmacy channel 2019 (MSP, \$mn)

Antacids (7 pages)

Topline trends: Antacids

Chart: USA antacids sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: USA leading antacids mid-2020 (MSP, \$mn)

Chart: USA antacids sales by segment mid-2020 (MSP, \$mn)

Ranitidine recalls following FDA NDMA warning

Antiflatulents (2 pages)

Topline trends: Antiflatulents

Chart: USA antiflatulents sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: USA leading antiflatulents mid-2020 (MSP, \$mn)

Laxatives (4 pages)

Topline trends: Laxatives

Chart: USA laxatives sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: USA leading laxatives mid-2020 (MSP, \$mn)

Chart: USA laxatives sales by segment mid-2020 (MSP, \$mn)

Antidiarrhoeals (4 pages)

Topline trends: Antidiarrhoeals

Chart: USA antidiarrhoeals sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: USA leading antidiarrhoeals mid-2020 (MSP, \$mn)

Antinauseants (3 pages)

Topline trends: Antinauseants

Chart: USA antinauseants sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: USA leading antinauseants mid-2020 (MSP, \$mn)

Digestive enzymes (1 page)

Topline trends: Digestive enzymes

Chart: USA digestive enzymes sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: USA leading digestive enzymes mid-2020 (MSP, \$mn)

Liver & bile remedies (1 page)

Topline trends: Liver & bile remedies

Chart: USA liver & bile remedies sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: USA leading liver & bile remedies mid-2020 (MSP, \$mn)

Other GIs (1 page)

Topline trends: Other GIs

Chart: USA other gastrointestinal sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: USA leading other gastrointestinal mid-2020 (MSP, \$mn)

Probiotics (9 pages)

Topline trends: Probiotics

Chart: USA probiotics sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: USA leading probiotics mid-2020 (MSP, \$mn)

Chart: USA probiotics sales by positioning 2019 (MSP, \$mn)

Personalised subscription probiotics increase their presence

Outlook for GIs & probiotics (2 pages)

Short-term forecast: Mixed performance expected in 2020

Chart: USA GIs & probiotics short-term forecast sales by category 2020-21 (MSP, \$mn)

New positionings and delivery format innovations

Chart: USA GIs & probiotics 5 & 10 year forecast sales by category 2024 & 2029 (MSP, \$mn)

Selected markets in brief (40 pages)

Canada In-brief (10 pages)

Topline trends & developments

Chart: Canada GIs & probiotics sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Canada GIs & probiotics sales by category mid-2020 (MSP, \$mn)

Chart: Canada leading GIs & probiotics marketers mid-2020 (MSP, \$mn)

Chart: Canada leading GIs & probiotics brands mid-2020 (MSP, \$mn)

Chart: Legal status of selected GI ingredients in Canada

Chart: Canada GIs & probiotics sales by pharmacy / non-pharmacy channel 2019 (MSP, \$mn)

Chart: Canada leading antacids mid-2020 (MSP, \$mn)

Chart: Canada leading laxatives mid-2020 (MSP, \$mn)

Chart: Canada leading antidiarrhoeals mid-2020 (MSP, \$mn)

Chart: Canada leading digestive enzymes mid-2020 (MSP, \$mn)

Chart: Canada leading probiotics mid-2020 (MSP, \$mn)

Short-term forecast

Probiotics likely to grow well in long term

Chart: Canada GIs & probiotics 5 & 10 year forecast sales by category 2024 & 2029 (MSP, \$mn)

Poland In-brief (10 pages)

Topline trends & developments

Chart: Poland GIs & probiotics sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: Poland GIs & probiotics sales by category mid-2020 (MSP, \$mn)

Chart: Poland leading GIs & probiotics marketers mid-2020 (MSP, \$mn)

Chart: Poland leading GIs & probiotics brands mid-2020 (MSP, \$mn)

Chart: Legal status of selected GI ingredients in Poland

Chart: Poland GIs & probiotics sales by pharmacy / non-pharmacy channel 2019 (MSP, \$mn)

Chart: Poland leading antacids mid-2020 (MSP, \$mn)

Chart: Poland leading laxatives mid-2020 (MSP, \$mn)

Chart: Poland leading antidiarrhoeals mid-2020 (MSP, \$mn)

Chart: Poland leading liver & bile remedies mid-2020 (MSP, \$mn)

Chart: Poland leading probiotics mid-2020 (MSP, \$mn)

Short-term forecast

Strong growth across most categories in longer term

Chart: Poland GIs & probiotics 5 & 10 year forecast sales by category 2024 & 2029 (MSP, \$mn)

S Korea In-brief (10 pages)

Topline trends & developments

Chart: S Korea GIs & probiotics sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: S Korea GIs & probiotics sales by category mid-2020 (MSP, \$mn)

Chart: S Korea leading GIs & probiotics marketers mid-2020 (MSP, \$mn)

Chart: S Korea leading GIs & probiotics brands mid-2020 (MSP, \$mn)

Chart: Legal status of selected GI ingredients in S Korea

Chart: S Korea GIs & probiotics sales by pharmacy / non-pharmacy channel 2019 (MSP, \$mn)

Chart: S Korea leading antacids mid-2020 (MSP, \$mn)

Chart: S Korea leading laxatives mid-2020 (MSP, \$mn)

Chart: S Korea leading antidiarrhoeals mid-2020 (MSP, \$mn)

Chart: S Korea leading liver & bile remedies mid-2020 (MSP, \$mn)

Chart: S Korea leading probiotics mid-2020 (MSP, \$mn)

Short-term forecast

Opportunities for modernisation and diversification

Chart: S Korea GIs & probiotics 5 & 10 year forecast sales by category 2024 & 2029 (MSP, \$mn)

UK In-brief (10 pages)

Topline trends & developments

Chart: UK GIs & probiotics sales mid-2019 & mid-2020 (MSP, \$mn)

Chart: UK GIs & probiotics sales by category mid-2020 (MSP, \$mn)

Chart: UK leading GIs & probiotics marketers mid-2020 (MSP, \$mn)

Chart: UK leading GIs & probiotics brands mid-2020 (MSP, \$mn)

Chart: Legal status of selected GI ingredients in UK

Chart: UK GIs & probiotics sales by pharmacy / non-pharmacy channel 2019 (MSP, \$mn)

Chart: UK leading antacids mid-2020 (MSP, \$mn)

Chart: UK leading laxatives mid-2020 (MSP, \$mn)

Chart: UK leading antidiarrhoeals mid-2020 (MSP, \$mn)

Chart: UK leading probiotics mid-2020 (MSP, \$mn)

Short-term forecast

Post-pandemic revival boosted by NPD opportunities

Chart: UK GIs & probiotics 5 & 10 year forecast sales by category 2024 & 2029 (MSP, \$mn)

Brand Case Studies (14 pages)

Biostime (Health & Happiness) (2 pages)

Chart: Biostime GIs & probiotics sales 2015-19 (MSP, \$mn)

Key learnings

Dulcolax (Sanofi, BI) (3 pages)

Chart: Dulcolax GIs sales 2015-19 (MSP, \$mn)

Chart: Dulcolax GIs sales by region 2019 (MSP, \$mn)

Chart: Dulcolax leading GIs market mid-2020 (MSP, \$mn)

Key learnings

Gaviscon (RB, GSK, Various) (3 pages)

Chart: Gaviscon GIs sales 2015-19 (MSP, \$mn)

Chart: Gaviscon GIs sales by region 2019 (MSP, \$mn)

Chart: Gaviscon leading GIs market mid-2020 (MSP, \$mn)

Key learnings

Pedialyte (Abbott) (3 pages)

Chart: Pedialyte GIs sales 2015-19 (MSP, \$mn)

Chart: Pedialyte GIs sales by region 2019 (MSP, \$mn)

Chart: Pedialyte leading GIs market mid-2020 (MSP, \$mn)

Key learnings

Tums (GSK) (3 pages)

Chart: Tums GIs sales 2015-19 (MSP, \$mn)

Chart: Tums leading GIs market mid-2020 (MSP, \$mn)

Key learnings

Outlook & Prospects (16 pages)

Global Outlook for GIs & probiotics 2020-21 (1 pages)

Chart: Global GIs & probiotics short-term forecast sales 2020-21 (MSP, \$mn)

Chart: Global GIs & probiotics short-term forecast sales by category 2020-21 (MSP, \$mn)

Global Outlook for GIs & probiotics 2024-29 (3 pages)

Category heavily influenced by consumer lifestyle trends

Chart: Global GIs & probiotics forecast sales by category 2024-29 (MSP, \$mn)

Chart: Global GIs & probiotics forecast sales by region 2024-29 (MSP, \$mn)

Asia-Pacific – Outlook for GIs & probiotics 2020-21 (1 pages)

Chart: Asia-Pacific GIs & probiotics short-term forecast sales 2020-21 (MSP, \$mn)

Chart: Asia-Pacific GIs & probiotics short-term forecast sales by category 2020-21 (MSP, \$mn)

Asia-Pacific – Outlook for GIs & probiotics 2024-29 (2 pages)

Chart: Asia-Pacific GIs & probiotics forecast sales 2024-29 (MSP, \$mn)

Chart: Asia-Pacific GIs & probiotics 5 & 10 year forecast sales by category 2024 & 2029 (MSP, \$mn)

North America – Outlook for GIs & probiotics 2020-21 (1 pages)

Chart: North America GIs & probiotics short-term forecast sales 2020-21 (MSP, \$mn)

Chart: North America GIs & probiotics short-term forecast sales by category 2020-21 (MSP, \$mn)

North America – Outlook for GIs & probiotics 2024-29 (1 pages)

Chart: North America GIs & probiotics forecast sales 2024-29 (MSP, \$mn)

Chart: North America GIs & probiotics 5 & 10 year forecast sales by category 2024 & 2029 (MSP, \$mn)

Western Europe – Outlook for GIs & probiotics 2020-21 (1 pages)

Chart: Western Europe GIs & probiotics short-term forecast sales 2020-21 (MSP, \$mn)

Chart: Western Europe GIs & probiotics short-term forecast sales by category 2020-21 (MSP, \$mn)

Western Europe – Outlook for GIs & probiotics 2024-29 (2 pages)

Chart: Western Europe GIs & probiotics forecast sales 2024-29 (MSP, \$mn)

Chart: Western Europe GIs & probiotics 5 & 10 year forecast sales by category 2024 & 2029 (MSP, \$mn)

C&E Europe – Outlook for GIs & probiotics 2020-21 (1 pages)

Chart: C&E Europe GIs & probiotics short-term forecast sales 2020-21 (MSP, \$mn)

Chart: C&E Europe GIs & probiotics short-term forecast sales by category 2020-21 (MSP, \$mn)

C&E Europe – Outlook for GIs & probiotics 2024-29 (1 pages)

Chart: C&E Europe GIs & probiotics forecast sales 2024-29 (MSP, \$mn)

Chart: C&E Europe GIs & probiotics 5 & 10 year forecast sales by category 2024 & 2029 (MSP, \$mn)

Latin America – Outlook for GIs & probiotics 2020-21 (1 pages)

Chart: Latin America GIs & probiotics short-term forecast sales 2020-21 (MSP, \$mn)

Chart Latin America GIs & probiotics short-term forecast sales by category 2020-21 (MSP, \$mn)

Latin America – Outlook for GIs & probiotics 2024-29 (1 pages)

Chart: Latin America GIs & probiotics forecast sales 2024-29 (MSP, \$mn)

Chart: Latin America GIs & probiotics 5 & 10 year forecast sales by category 2024 & 2029 (MSP, \$mn)