

Gastrointestinal Remedies - US - November 2013

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“Despite the prevalence of gastrointestinal issues, the market of branded gastrointestinal remedies is up against several challenges. Sales of private label brands are eroding national brand sales, and consumers are taking a more proactive approach to their health. Creating a relationship with consumers could help to increase brand loyalty and usage.”

– Emily Krol, Health and Wellness Analyst

This report looks at the following areas:

- The American diet is changing, which could impact the need for OTC gastrointestinal remedies
- Most people who suffer gastrointestinal issues do not prepare for them
- Sales of private label brands overtaking branded products

Sales of gastrointestinal (GI) remedies continue to decline, and are down 1.2% from 2012-13. A very large percentage of the population experienced some type of gastrointestinal issue during the past year, suggesting that sales should be increasing. A few factors contributed to the decline, such as people eating healthier diets and being more proactive by taking fiber supplements and probiotics. Additionally, consumers continue to switch over to less expensive private label brands, driving sales of name brand products down. Rather than stocking up, consumers tend to purchase gastrointestinal remedies for a specific need, and marketers that understand this and other consumer shopping behaviors are likely to be more successful.

This report will provide information on what types of digestive issues people suffer from—and how they treat them. Also discussed will be the various ways people manage their digestive health, and whether they take a proactive or reactive approach. This can help marketers determine how to target messaging toward particular users.

The report builds on the analysis presented in Mintel's *Gastrointestinal Remedies—US, April 2012*, as well as the 2008, 2006, 2004, 2003, and 2001 reports of the same title. Mintel's *Gastrointestinal Remedies: Digestive and Immunity Health—US, April 2010* will also serve as a basis for the analysis presented.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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