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PaperTitle **Global Digestive Health Trends**

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ABSTRACT

This survey will evaluate products available on the global market which claim to aid digestive health as well as the components added to or omitted from these products which allow this growing health claim to be made.

It will also include a quick peek at the South African market and where we are in relation to this Global trend. Launch activity in various food categories, as well as some forecasts and predictions will also be discussed.