

U.S. Infant and Kids Probiotics Market Size, Share, Competitive Landscape and Trend Analysis Report by Age Group, Product Type, and Distribution Channel: Global Opportunity Analysis and Industry Forecast, 2023–2032

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Abstracts

The U.S. infant and kids probiotics market was valued at \$159.24 million in 2022 and is projected to reach \$370.89 million by 2032, registering a CAGR of 9.1% from 2023 to 2032. Infant probiotics are specialized supplements containing beneficial bacteria strains suitable for infants, typically aged 0 to 12 months. These formulations aim to support digestive health, strengthen the immune system, and alleviate issues like colic or diaper rash. They often contain strains such as *Bifidobacterium infantis* or *Lactobacillus rhamnosus*, which are gentle and beneficial for sensitive infant gut microbiota. Kids' probiotics cater to children above one year old, offering similar benefits but with strains tailored to older children's needs, promoting overall well-being and aiding digestion. Both types of probiotics come in various forms like drops, powders, or chewable tablets, ensuring easy administration for parents. The surge in digestive disorders among infants and children in the United States has become a significant driver propelling the demand for probiotics in this demographic. Digestive issues such as colic, constipation, diarrhea, and irritable bowel syndrome (IBS) are increasingly common among young children, impacting their overall well-being and quality of life. Parents and caregivers are seeking effective solutions to alleviate these discomforts and promote better digestive health for their little ones. As conventional treatments may pose risks or unwanted side effects in infants and young children; probiotics offer a safe and natural alternative. Probiotics contain beneficial bacteria that can help restore the balance of the gut microbiota, strengthen the digestive system, and alleviate symptoms of various digestive disorders. This increased awareness of the potential benefits of probiotics in managing digestive issues has

fueled the demand for infant and kids probiotics in the U.S. market. Moreover, healthcare professionals are also more frequently recommending probiotics as part of a holistic approach to managing digestive health in infants and children, further contributing to the market growth in coming years. However, the lack of standardization in the U.S. infant and kids probiotics market poses a significant restraint on market demand. With numerous probiotic strains available and varying formulations and dosages across products, consumers and healthcare providers face challenges in determining which products are most suitable and effective for specific health needs. The lack of consistency leads to confusion and hesitation among consumers, ultimately hindering market growth as parents may opt for alternative remedies or traditional healthcare approaches. Furthermore, the absence of standardized guidelines for probiotic usage in infants and children exacerbates the issue. Without clear recommendations from healthcare professionals, parents may be reluctant to incorporate probiotics into their children's healthcare routine, fearing potential adverse effects or ineffective outcomes. This lack of guidance limits market adoption and prevents probiotics from reaching their full potential in addressing pediatric digestive health issues. Standardization efforts, including the establishment of clear guidelines for probiotic strains, formulations, dosages, and usage recommendations, are crucial to overcoming this restraint and fostering confidence among consumers and healthcare providers in the U.S. infant and kids probiotics market. The expansion of distribution channels presents significant opportunities in the U.S. infant and kids probiotics market. With the increasing popularity and demand for probiotic products among parents, leveraging a diverse range of distribution channels becomes crucial for reaching a wider consumer base. Beyond traditional brick-and-mortar stores, online platforms offer a convenient and accessible avenue for parents to purchase probiotics for their children, catering to busy lifestyles and providing a broader reach to consumers across geographical locations. Moreover, partnerships with healthcare institutions such as hospitals, pediatric clinics, and birthing centers can enhance the availability of probiotic products, as healthcare providers play a crucial role in educating parents about the benefits of probiotics and recommending suitable products for their children. Furthermore, collaboration with pharmacies and health food stores can increase the visibility and accessibility of infant and kids probiotics, allowing consumers to easily find and purchase these products while shopping for other healthcare essentials. By tapping into a diverse array of distribution channels, manufacturers and retailers can capitalize on the growing demand for infant and kids probiotics, expanding market reach, and driving growth in the U.S. market. Moreover, strategic marketing efforts and partnerships with key stakeholders can help raise awareness about the importance of early childhood gut health and the role of probiotics, further fueling demand and driving market expansion through various distribution channels. The

major players such as Gerber Products Company, and BioGaia have adopted product launch as their key developmental strategy to improve their product portfolio and gain a strong foothold in the U.S. infant and kids probiotics market. For instance, in April 2020, Gerber Good Start introduced a unique A2 Infant and Toddler Nutrition range to strengthen its product portfolio in innovative probiotic products.

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