

# **Probiotics Market by Ingredient (Bacteria, Yeast), Application (Food & Beverages, Dietary Supplements, Animal Feed), Function (Regular, Preventative Healthcare, Therapeutic) - Global Opportunity Analysis and Industry Forecast, 2014 - 2022**

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## **Abstracts**

Probiotics are microorganisms, such as bacteria and yeast, that are very useful to sustain the balance of intestinal microbial in human and animal body. Probiotic ingredients stimulate natural digestive juices and enzymes in the body to ensure proper functioning of the digestive system. In addition, probiotics protect healthy organisms from harmful microorganisms. Nowadays, probiotic products find applications to diagnose mental illness and treat digestive problems & neurological disorders. Moreover, they strengthen the human immune system, protect proteins & lipids from oxidative destruction, and reduce body pathogens. Probiotic ingredients can be administered through food or in the form of supplements. In addition, these ingredients are sold in the form of capsules, tablets, powders, and gel.

The major factor that boosts the market growth is increase in consumer preference for natural products. Rise in concerns of consumers on preventive healthcare and effectiveness of probiotic bacteria on health drive the market growth. The demand of probiotics has increased due to upsurge in consumption of functional foods, which have potentially positive effects on health apart from providing basic nutrition. Besides, factors such as ban on the usage of antibiotics in animal feed in several countries, increase in product innovations in the form of chocolates, biscuits & others, increased demand of probiotic based medicines for chronic diseases such as diarrhea & bowel diseases drives the market growth. In addition, increase in disposable income and improved standards of living in developing economies supplement the market growth. The factors that restrict the market growth are lack of standardization regarding

microorganism concentration in probiotic products, high prices of ingredients and lack of awareness regarding benefits of probiotics among consumers. Proactive government support such as approval from Food & Drug Administration for probiotic dietary supplements & Foods for Specific Health Uses are expected to offer lucrative opportunities for market growth. Also, several publications on probiotics, functional food fact sheets, and conferences by International Food Information Council (IFIC) have increased awareness about probiotic products, which are expected to drive the market. The world probiotics market is segmented based on ingredient, application, function, end use, and geography. Based on ingredient, the market is segmented into bacteria and yeast. Probiotic foods such as Yogurt and Kefirs are induced with probiotic bacteria either in powdered or liquid form. Yeast probiotics are used for therapeutic purposes also. Bacterial strains are available in powdered, liquid, and in gel forms whereas yeast strains are available only in powdered form. Bacteria segment accounted for the maximum revenue share in the year 2014 and is anticipated to consolidate its position during the forecast period, owing to its health benefits such as improve lactose digestion, prevention of urogenital infections, and treatment of allergies. Based on application, the market is segmented into food & beverages, dietary supplements, and animal feed. Food & beverages is the most preferred mode of consumption of probiotics and is expected to maintain its dominance during the forecast period. Dietary supplements segment is expected to be the fastest growing segment during the forecast period, due to rise in demand for botanical and natural health supplements, which will help maintain good gut health and strong immune system. Based on function, the market is divided into regular, preventive healthcare, and therapeutic. Among these, preventive healthcare function is expected to grow with a highest growth rate due to rise in application in pharmaceutical industry to regulate the digestion and normalize the intestinal tract. By end use, the probiotics market is segmented into animal probiotics and human probiotics. Human probiotics dominated the overall probiotics market in 2014 and this segment is anticipated to generate highest revenue throughout the forecast period.

The market is analyzed on the basis of four regions, namely, North America, Europe, Asia-Pacific, and LAMEA along with their prominent respective countries. Asia-Pacific would continue to be the highest revenue-generating region during the forecast period. Factors such as rapid growth in the food & beverage industry in developing countries, such as India and China, and rise in awareness of benefits of probiotic food products drive the market. The key players operating in this market include BioGaia AB, Danone, Chr. Hansen Holding A/S, Yakult Honsha Co., Ltd., Probi AB, Lifeway Foods, Inc., Nestle S.A., Geneden, Inc., E. I. du Pont de Nemours and Company, and Protexin.

## **KEY BENEFITS**

This report provides an in-depth analysis of the world probiotics market to elucidate the potential investment pockets.

The current trends and future scenarios are outlined to determine the overall market potential and single out profitable trends to gain a stronger foothold in the market.

This report provides information regarding key drivers, restraints, and opportunities along with their detailed impact analysis.

Quantitative analysis of the current market trends and estimations for the period of 2014–2022 are provided to indicate its financial competency.

Porters Five Forces Model of the industry illustrate the potency of buyers and suppliers.

Value chain analysis provides a clear understanding on the roles of stakeholders in the industry.

## Market Segmentation

### By Ingredient

Bacteria

Yeast

### By Function

Regular

Preventive Healthcare

Therapeutic

### By Application

Food & Beverage

Dietary Supplements

Animal Feed

#### By End Use

Human Probiotics

Animal Probiotics

#### By Geography

North America

U.S.

Mexico

Canada

Europe

UK

Germany

France

Italy

Rest of Europe (The Netherlands, Spain, Turkey and others)

Asia-Pacific

China

India

Japan

Rest of Asia-Pacific (Singapore, Australia, Thailand, and others)

LAMEA

Latin America

Middle East

Africa

## Key Players

Yakult Honsha Co., Ltd.

BioGaia AB

Danone

E. I. du Pont de Nemours and Company

Probi AB

Ganeden, Inc.

Protexin

Nestle S.A.

Chr. Hansen Holding A/S

Lifeway Foods, Inc.

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