

Market Analysis of Probiotics Industry in China 2017-2022

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Abstracts

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Probiotics are microorganisms that are believed to provide health benefits when consumed, which facilitate digestion, gastrointestinal movement while oppress the growth of disease-causing strains.

There have been 500 million probiotics consumers in the globe. The year-by-year growth rate can realize 15% in some European countries. The probiotics products industry has developed a matured market in the developed countries.

In developed countries, probiotic products have been mature and developed highly with fast growth rate. Probiotics, vitamins and plant extracts are known as the three major products in healthcare industry. In terms of application, probiotics market can be divided into three categories, including raw materials, dietary supplements and food. Compared with raw materials and dietary supplements, food has the largest market shares.

In China, the market demand for probiotics products appears a soaring increase recently. In 2016, the market scale of probiotics products realized over RMB50, 000 million around the country. As health care industry develops, the potential market for probiotics would further expand in China. It is predicted that the market scale of probiotics products would reach to RMB145 billion by 2022 in China.

Chinese probiotic market is believed to become mature gradually in the next few years. The probiotics and probiotic fermented milk products will be popular in China someday as well. The market for probiotics industry in China is believed to be promising in the next few years.

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