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Global Probiotic Supplement Market (2021 Edition) – Analysis by Ingredient (Bacteria Based, Yeast Based), Application, Distribution Channel By Region, By Country: Market Insights and Forecast with Impact of COVID-19 (2021-2026)

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Abstracts

EXECUTIVE SUMMARY

The Global Probiotic Supplement Market was valued at USD 6.28 billion in the year 2020. The rising demand from millennials and increasing awareness among the people are expected to accelerate the market growth in future. The Probiotic Supplement Market will further gain traction in the market due numerous health benefits associated with supplements.

Bacteria Based segment is expected to be growing tremendously in the Global Probiotic Supplement Market because of its major health benefits. As Probiotics are used to improve digestion and restore normal flora. Probiotics supplements have been used to treat bowel problems (such as diarrhoea, irritable bowel), eczema, vaginal yeast infections, lactose intolerance, and urinary tract infections.

Asia pacific region is anticipated to grow enormously in the market on account of rising demand of Probiotic Supplement from millennials. Furthermore, the presence some key market players in the region also supports the market growth in this region throughout the forecast period and beyond.

Further, the demand of purchasing Probiotic Supplement from Supermarkets is comparatively higher as compared to other distribution channel in this category globally. But due to increasing use of internet, people are preferring online platforms also to

purchase Probiotic Supplement which is likely to accelerate Probiotic Supplement market growth in forecast period.

SCOPE OF THE REPORT

The report presents the analysis of Probiotic Supplement market for the historical period of 2016-2020 and the forecast period of 2021-2026.

The report analyses the Probiotic Supplement Market by Ingredient (Bacteria Based, Yeast Based).

The report analyses the Probiotic Supplement Market by Application (Food & Beverage, Supplements, Pet Food, Infant Formula).

The report analyses the Probiotic Supplement Market by Distribution Channel (Hypermarket/Supermarkets, Pharmacy/Drug Store, Online Retail).

The Global Probiotic Supplement Market has been analysed by countries (United States, Canada, United Kingdom, Germany, China, Japan).

The key insights of the report have been presented through the frameworks of SWOT and Porter's Five Forces Analysis. Also, the attractiveness of the market has been presented by region, by Ingredient, by Application, by Distribution Channel.

Also, the major opportunities, trends, drivers and challenges of the industry has been analysed in the report.

The report tracks competitive developments, strategies, mergers and acquisitions and new product development. The companies analysed in the report include Sanofi, The Procter & Gamble Company, Novartis, BioGaia, Bayer Group, Taisho Pharmaceuticals.

KEY TARGET AUDIENCE

Probiotic Supplement Industry Vendors

Consulting and Advisory Firms

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Government and Policy Makers

Regulatory Authorities

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Contents

1. REPORT SCOPE AND METHODOLOGY

1.1 Scope of the Report
1.2 Research Methodology
1.3 Executive Summary

2. STRATEGIC RECOMMENDATIONS

3. GLOBAL PROBIOTIC SUPPLEMENT MARKET: PRODUCT OVERVIEW

4. GLOBAL PROBIOTIC SUPPLEMENT MARKET: AN ANALYSIS

4.1 Market Size, By Value, 2016-2026
4.2 Impact of COVID-19 on Global Probiotic Supplement Market
4.3 Global Economic & Industrial Outlook

5. GLOBAL PROBIOTIC SUPPLEMENT MARKET: SEGMENT ANALYSIS

5.1 Global Probiotic Supplement Market by Ingredient
5.2 Competitive Scenario of Global Probiotic Supplement Market– By Ingredient
5.3 By Bacteria Based, By Value (USD Million), 2016-2026
5.4 By Yeast Based, By Value (USD Million), 2016-2026

6. GLOBAL PROBIOTIC SUPPLEMENT MARKET ANALYSIS BY APPLICATION

6.1 Global Probiotic Supplement Market by Application
6.2 Competitive Scenario of Global Probiotic Supplement Market– By Application
6.3 By Food & Beverage, By value (USD Million), 2016-2026
6.4 By Supplements, By Value (USD Million), 2016-2026
6.5 By Pet Food, By Value (USD Million), 2016-2026
6.6 By Infant Formula, By Value (USD Million), 2016-2026

7. GLOBAL PROBIOTIC SUPPLEMENT MARKET ANALYSIS BY DISTRIBUTION CHANNEL

7.1 Global Probiotic Supplement Market by Distribution Channel
7.2 Competitive Scenario of Global Probiotic Supplement Market– By Distribution

Channel
7.3 By Hypermarket/ Supermarkets, By Value (USD Million), 2016-2026
7.4 By Pharmacy/ Drug Store, By Value (USD Million), 2016-2026
7.5 By Online Retail, By Value (USD Million), 2016-2026

8. NORTH AMERICA PROBIOTIC SUPPLEMENT MARKET: AN ANALYSIS (2016-2026)

8.1 North America Probiotic Supplement Market- By Value
8.2 North America Economic & Industrial Outlook
8.3 North America Probiotic Supplement Market: Prominent Companies
8.4 North America Probiotic Supplement Market by Ingredient, By Value
8.5 North America Probiotic Supplement Market by Application, By Value
8.6 North America Probiotic Supplement Market by Distribution Channel, By Value
8.7 North America Probiotic Supplement Market: Country Analysis
8.8 Market Opportunity Chart of North America Probiotic Supplement Market– By Country, By Value
8.9 Competitive Scenario of North America Probiotic Supplement Market– By Country
8.10 United States Probiotic Supplement Market: Country Analysis
8.11 United States Probiotic Supplement Market by Ingredient, by Application, by Distribution Channel
8.12 United States Economic & Industrial Outlook
8.13 Canada Probiotic Supplement Market: Size and Forecast (2016-2026)
8.14 Canada Probiotic Supplement Market by Ingredient, by Application, by Distribution Channel
8.15 Canada Economic & Industrial Outlook

9. EUROPE PROBIOTIC SUPPLEMENT MARKET: AN ANALYSIS (2016-2026)

9.1 Europe Probiotic Supplement Market by value: Size and Forecast (2016-2026)
9.2 Europe Economic and Industrial Outlook
9.3 Europe Probiotic Supplement Market: Prominent Companies
9.4 Market Segmentation By Ingredient (Bacteria Based, Yeast Based)
9.5 Market Segmentation By Application (Food & Beverage, Supplements, Pet Food, Infant Formula)
9.6 Market Segmentation by Distribution Channel (Hypermarket/Supermarkets, Pharmacy/Drug Store, Online Retail, By Value
9.7 Europe Probiotic Supplement Market: Country Analysis
9.8 Market Opportunity Chart of Europe Probiotic Supplement Market - By Country, By

Value (Year-2026)
9.9 Competitive Scenario of Europe Probiotic Supplement Market– By Country
9.10 United Kingdom Probiotic Supplement Market: Size and Forecast (2016-2026)
9.11 United Kingdom Probiotic Supplement Market by Ingredient, by Application, by Distribution Channel
9.12 United Kingdom Economic & Industrial Outlook
9.13 Germany Probiotic Supplement Market: Size and Forecast (2016-2026)
9.14 Germany Probiotic Supplement Market Segmentation by Ingredient, by Application, by Distribution Channel (2016-2026)
9.15 Germany Economic & Industrial Outlook

10. ASIA PACIFIC PROBIOTIC SUPPLEMENT MARKET: AN ANALYSIS (2016-2026)

10.1 Asia Pacific Probiotic Supplement Market by value: Size and Forecast (2016-2026)
10.2 Asia Pacific Economic and Industrial Outlook
10.3 Asia Pacific Probiotic Supplement Market: Prominent Companies
10.4 Market Segmentation By Ingredient (Bacteria Based, Yeast Based)
10.5 Market Segmentation By Application (Food & Beverage, Supplements, Pet Food, Infant Formula)
10.6 Market Segmentation by Distribution Channel (Hypermarket/Supermarkets, Pharmacy/ Drug Stores, Online Retail, By Value
10.7 Asia Pacific Probiotic Supplement Market: Country Analysis
10.8 Market Opportunity Chart of Asia Pacific Probiotic Supplement Market - By Country, By Value (Year-2026)
10.9 Competitive Scenario of Asia Pacific Probiotic Supplement Market– By Country (2020 & 2026)
10.10 China Probiotic Supplement Market: Size and Forecast (2016-2026)
10.11 China Probiotic Supplement Market Segmentation by Ingredient, by Application, by Distribution Channel (2016-2026)
10.12 China Economic & Industrial Outlook
10.13 Japan Probiotic Supplement Market: Size and Forecast (2016-2026)
10.14 Japan Probiotic Supplement Market Segmentation by Ingredient, by Application, by Distribution Channel (2016-2026)
10.15 Japan Economic & Industrial Outlook

11 LAMEA PROBIOTIC SUPPLEMENT MARKET: AN ANALYSIS (2016-2026)

11.1 LAMEA Probiotic Supplement Market by value: Size and Forecast (2016-2026)
11.2 LAMEA Economic and Industrial Outlook

11.3 LAMEA Probiotic Supplement Market: Prominent Companies
11.4 Market Segmentation By Ingredient (Bacteria Based, Yeast Based)
11.5 Market Segmentation By Application (Food & Beverage, Supplements, Pet Food, Infant Formula)
11.6 Market Segmentation By Distribution Channel (Hypermarket/Supermarkets, Pharmacy/ Drug Store, Online Retail, By Value

12. GLOBAL PROBIOTIC SUPPLEMENT MARKET DYNAMICS

12.1 Global Probiotic Supplement Market Drivers
12.2 Global Probiotic Supplement Market Restraints
12.3 Global Probiotic Supplement Market Trends

13. MARKET ATTRACTIVENESS AND STRATEGIC ANALYSIS

13.1 Market Attractiveness Chart of Global Probiotic Supplement Market - By Ingredient (Year 2026)
13.2 Market Attractiveness Chart of Global Probiotic Supplement Market – By Application (Year 2026)
13.3 Market Attractiveness Chart of Global Probiotic Supplement Market - By Distribution Channel (Year 2026)
13.4 Market Attractiveness Chart of Global Probiotic Supplement Market - By Region (Year 2026)

14. COMPETITIVE LANDSCAPE

14.1 Market Share of global leading companies
14.2 SWOT Analysis– Global Probiotic Supplement Market
14.3 Porter Five Forces Analysis-Global Probiotic Supplement Market

15. COMPANY PROFILES (BUSINESS DESCRIPTION, FINANCIAL ANALYSIS, BUSINESS STRATEGY)

15.1 Sanofi
15.2 The Procter & Gamble Company
15.3 Novartis
15.4 BioGaia
15.5 Bayer Group
15.6 Taisho Pharmaceuticals

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List Of Figures

LIST OF FIGURES

Figure 1: Global Probiotic Supplement Market Size, By Value, 2016-2026 (USD Million)
Figure 2: Breakdown of bacteria used in Probiotics Worldwide (in %)(2017)
Figure 3: Global Prevalence of Lactose Intolerance by Country (2017)
Figure 4: Global Internet penetration rate (%) as of Jan 2021, by region
Figure 5: Global Probiotic Supplement Market- By Ingredient Market Share, 2020 & 2026
Figure 6: Global Probiotic Supplement Market- By Ingredient, By Bacteria Based, By Value (USD Million), 2016-2026
Figure 7: Global Probiotic Supplement Market- By Ingredient, By Yeast Based, By Value (USD Million), 2016-2026
Figure 8: Global Probiotic Supplement Market- By Application Market Share, 2020 & 2026
Figure 9: Global Probiotic Supplement Market- By Application, By Food & Beverages (USD Million), 2016-2026
Figure 10: Global Probiotic Supplement Market- By Application, By Supplements (USD Million), 2016-2026
Figure 11: Global Probiotic Supplement Market- By Application, By Pet Food (USD Million), 2016-2026
Figure 12: Global Probiotic Supplement Market- By Application, By Infant Formula (USD Million), 2016-2026
Figure 13: Global Probiotic Supplement Market- By Distribution Channel Market Share, 2020 & 2026
Figure 14: Global Probiotic Supplement Market- By Distribution Channel, By Hypermarket/ Supermarkets, By Value, (USD Million), 2016-2026
Figure 15: Global Probiotic Supplement Market- By Distribution Channel, By Pharmacy/ Drug Store, By Value, (USD Million), 2016-2026
Figure 16: Global Probiotic Supplement Market- By Distribution Channel, By Online Retail, By Value, (USD Million), 2016-2026
Figure 17: Global Probiotic Supplement Market- By Region Market Share, 2020 & 2026
Figure 18: North America Probiotic Supplement Market Size, By Value, 2016-2026 (USD Million)
Figure 19: North America GDP, value (USD Trillion), 2015-19
Figure 20: North America Age Distribution (in Millions), 2020
Figure 21: North America Urban Population (% of total population), 2015-2019
Figure 22: North America per capita income (USD Thousand), 2015-2019

Figure 23: North America Probiotic Supplement Market- By Ingredient, By Value (USD Million), 2016-2026
Figure 24: North America Probiotic Supplement Market- By Application, By Value (USD Million), 2016-2026
Figure 25: North America Probiotic Supplement Market- By Distribution Channel, By Value (USD Million), 2016-2026
Figure 26: Market Opportunity Chart of North America Probiotic Supplement Market- By Country, By Value (Year-2026)
Figure 27: North America Probiotic Supplement Market- By Country Market Share, 2020 & 2026
Figure 28: United States Probiotic Supplement Market Size, By Value, 2016-2026 (USD Million)
Figure 29: United States Probiotic Supplement Market- By Ingredient, By Value (USD Million), 2016-2026
Figure 30: United States Probiotic Supplement Market- By Application By Value (USD Million), 2016-2026
Figure 31: United States Probiotic Supplement Market- By Distribution Channel, By Value (USD Million), 2016-2026
Figure 32: United States GDP (USD Trillion), 2014-19
Figure 33: United States Per capita (USD thousand), 2015-19
Figure 34: United States Urban Population (% of total population), 2015-19
Figure 35: Percentage share of Income Level Groups in United States, 2018
Figure 36: United States Age group distribution (in Millions),2020
Figure 37: Canada Probiotic Supplement Market Size, By Value, 2016-2026 (USD Million)
Figure 38: Canada Probiotic Supplement Market- By Ingredient, By Value (USD Million), 2016-2026
Figure 39: Canada Probiotic Supplement Market- By Application, By Value (USD Million), 2016-2026
Figure 40: Canada Probiotic Supplement Market- By Distribution Channel, By Value (USD Million), 2016-2026
Figure 41: Canada Urban Population (% of total population), 2014-2019
Figure 42: Canada GDP (USD Trillion), 2014-19
Figure 43: Canada per capita (USD thousand), 2015-19
Figure 44: Canada age distribution (% of total population), 2018
Figure 45: Percentage share of Income Level Groups in Canada, 2015
Figure 46: Canada Individuals Using the Internet, 2014 – 2017 (In % of Population)
Figure 47: Canada Internet Users (in Millions),2015-19
Figure 48: Europe Probiotic Supplement Market Size, By Value, 2016-2026 (USD

Million)
Figure 49: Europe Age Distribution (in Millions), 2020
Figure 50: EU GDP (USD Trillion) 2015-19
Figure 51: Per capita (USD thousand), 2015-19
Figure 52: Number of Smartphone Users in Western Europe, 2014-2019 (in million)
Figure 53: Europe Probiotic Supplement Market- By Ingredient, By Value (USD Million), 2016-2026
Figure 54: Europe Probiotic Supplement Market- By Application, By Value (USD Million), 2016-2026
Figure 55: Europe Probiotic Supplement Market- By Distribution Channel, (USD Million), 2016-2026
Figure 56: Market Opportunity Chart of Europe Probiotic Supplement Market- By Country, By Value (Year-2026)
Figure 57: Europe Probiotic Supplement Market- By Country Market Share, 2020 & 2026
Figure 58: United Kingdom Probiotic Supplement Market Size, By Value, 2016-2026 (USD Million)
Figure 59: United Kingdom Probiotic Supplement Market- By Ingredient, By Value (USD Million), 2016-2026
Figure 60: United Kingdom Probiotic Supplement Market- By Application, By Value (USD Million), 2016-2026
Figure 61: United Kingdom Probiotic Supplement Market- By Distribution Channel, By Value (USD Million), 2016-2026
Figure 62: United Kingdom GDP (USD Trillion), 2015-19
Figure 63: Percentage share of Income Level Groups in United Kingdom, 2015
Figure 64: United Kingdom Per capita (USD thousand), 2015-19
Figure 65: United Kingdom Age group distribution (USD Million), 2020
Figure 66: United Kingdom Individuals Using Internet, 2014 – 2018 (In % of Population)
Figure 67: Germany Probiotic Supplement Market Size, By Value, 2016-2026 (USD Million)
Figure 68: Germany Probiotic Supplement Market- By Type, By Value (USD Million), 2016-2026
Figure 69: Germany Probiotic Supplement Market- By Application, By Value (USD Million), 2016-2026
Figure 70: Germany Probiotic Supplement Market- By Distribution Channel, By Value (USD Million), 2016-2026
Figure 71: Germany GDP (Current USD Trillion), 2015-2019
Figure 72: Germany Age Distribution (in Millions), 2020
Figure 73: Germany Per capita (USD thousand), 2015-2019

Figure 74: Germany smartphone user penetration rate (%), 2018-2024E
Figure 75: Number of Internet Users in Germany, 2014-2019 (in million)
Figure 76: Percentage share of Income Level Groups in Germany, 2015
Figure 77: Germany Individuals Using Internet, 2014– 2018 (In % of Population)
Figure 78: Asia Pacific Probiotic Supplement Market Size, By Value, 2016-2026 (USD Million)
Figure 79: East Asia & Pacific GDP Growth rate, 2014-2019 (%)
Figure 80: East Asia & Pacific GDP (USD Trillion), 2015-2019 (%)
Figure 81: East Asia & Pacific Urban Population (% of total population), 2015-2019
Figure 82: Asia Pacific Internet Penetration, 2017-2020 (in %)
Figure 83: Smartphone User Penetration in Asia Pacific, 2014-2019 (%)
Figure 84: Asia Pacific Probiotic Supplement Market- By Ingredient, By Value (USD Million), 2016-2026
Figure 85: Asia Pacific Probiotic Supplement Market- By Application, By Value (USD Million), 2016-2026
Figure 86: Asia Pacific Probiotic Supplement Market- By Application, By Value (USD Million), 2016-2026
Figure 87: Market Opportunity Chart of APAC Probiotic Supplement Market- By Country, By Value (Year-2026)
Figure 88: APAC Probiotic Supplement Market- By Country Market Share, 2020 & 2026
Figure 89: China Probiotic Supplement Market Size, By Value, 2016-2026 (USD Million)
Figure 90: China Probiotic Supplement Market- By Ingredient, By Value (USD Million), 2016-2026
Figure 91: China Probiotic Supplement Market- By Application, By Value (USD Million), 2016-2026
Figure 92: China Probiotic Supplement Market- By Distribution Channel, By Value (USD Million), 2016-2026
Figure 93: China GDP (Current USD Trillion), 2015-2019
Figure 94: China Income Distribution (% of total population), 2018
Figure 95: China per capita (USD thousand), 2015-2019
Figure 96: China Age Distribution 2020 (in million)
Figure 97: Penetration of Internet Users in China, 2014-2019 (%)
Figure 98: Japan Probiotic Supplement Market Size, By Value, 2016-2026 (USD Million)
Figure 99: Japan Probiotic Supplement Market- By Ingredient, By Value (USD Million), 2016-2026
Figure 100: Japan Probiotic Supplement Market- By Application, By Value (USD Million), 2016-2026
Figure 101: Japan Probiotic Supplement Market- By Distribution Channel, By Value (USD Million), 2016-2026

Figure 102: Japan GDP (Current USD Trillion), 2015-2019
Figure 103: Japan per capita (USD thousand), 2015-19
Figure 104: Japan Age Distribution (in millions), 2020
Figure 105: Japan Income Distribution (% of total population), 2018
Figure 106: Smartphone user penetration rate among the population in Japan (%)
Figure 107: Japan Internet penetration rate (%), 2014-2018
Figure 108: Number of Internet Users in Japan, 2014-2018 (in million)
Figure 109: LAMEA Probiotic Supplement Market Size, By Value, 2016-2026 (USD Million)
Figure 110: GDP of Middle East & North Africa (USD Trillion), 2015-2019
Figure 111: Urban Population of Middle East & North Africa (% of Total Population), 2015-2019
Figure 112: Latin America GDP (USD Trillion), 2015-2019
Figure 113: Urban Population of Latin America (% of Total Population), 2013-2018
Figure 114: LAMEA Probiotic Supplement Market- By Ingredient, By Value (USD Million), 2016-2026
Figure 115: LAMEA Probiotic Supplement Market- By Application, By Value (USD Million), 2016-2026
Figure 116: LAMEA Probiotic Supplement Market- By Distribution Channel, By Value (USD Million), 2016-2026
Figure 117: Market Attractiveness Chart of Global Probiotic Supplement Market- By Ingredient (Year-2026)
Figure 118: Market Attractiveness Chart of Global Probiotic Supplement Market- By Application (Year-2026)
Figure 119: Market Attractiveness Chart of Global Probiotic Supplement Market- By Distribution Channel(Year-2026)
Figure 120: Market Attractiveness Chart of Global Probiotic Supplement Market- By Region (Year-2026)
Figure 121: Global Probiotic Supplement company market share
Figure 122: Sanofi Sales Revenues, 2016-2020 (USD Million)
Figure 123: Sanofi Net Earning, 2016-2020 (USD Million)
Figure 124: Sanofi, Revenues, By Operating Segment (%), FY2020
Figure 125: Sanofi, Revenues, By Geographical Segment (%), FY2020
Figure 126: The Procter & Gamble Company Sales Revenues, 2016-2020 (USD Million)
Figure 127: The Procter & Gamble Company Net Income, 2016-2020 (USD Million)
Figure 128: The Procter & Gamble Company Revenues, By Business Segment (%), FY2020
Figure 129: The Procter & Gamble Company Revenues, By Geographical Segment (%), FY2020

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Figure 130: Novartis Sales Revenues, 2016-2020 (USD Million)
Figure 131: Novartis Net Income, 2016-2020 (USD Million)
Figure 132: Novartis revenues, By Business Segment (%), FY2020
Figure 133: Novartis Revenues, By Geographical Segment (%), FY2020
Figure 134: BioGaia Sales Revenues, 2016-2020 (USD Million)
Figure 135: BioGaia Net Income, 2016-2020 (USD Million)
Figure 136: BioGaia Revenues, By Business Segment (%), FY2019
Figure 137: BioGaia Revenues, By Geographical Segment (%), FY2020
Figure 138: Bayer Group Sales Revenues, 2016-2020 (USD Million)
Figure 139: Bayer Group Net Profit, 2016-2020 (USD Million)
Figure 140: Bayer Group, By Business Segment (%), FY2020
Figure 141: Bayer Group, By Geographical Segment (%), FY2020
Figure 142: Taisho Pharmaceuticals Holdings Co. Ltd. Sales Revenues, 2016-2020 (USD Million)
Figure 143: Taisho Pharmaceuticals Holdings Co. Ltd. Net Income, 2016-2020 (USD Million)
Figure 144: Taisho Pharmaceuticals Holdings Co. Ltd., By Business Segment (%), FY2020
Figure 145: Taisho Pharmaceuticals Holdings Co. Ltd., By Geographical Segment (%), FY2020

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