

Global Probiotic Market for Kids Size Study by Product (Liquid Drops, Powder, Ready-to-feed Liquids, Chewable Tablets, Gummies), by Strain Type (Lactobacillus, Streptococcus, Bifidobacterium, Propionibacteria, Enterobacteria, Saccharomyces), by Sales Channel (Hypermarket/Supermarket, Specialty Stores, eCommerce, Drug Stores & Pharmacies, Health & Wellness Stores, Convenience Store, Departmental Stores, Mass Grocery Retailers) and Regional Forecasts 2022-2032

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Abstracts

Global Probiotic Market for Kids is valued at approximately USD 1679.01 million in 2023 and is anticipated to grow with a healthy growth rate of more than 5.36% over the forecast period 2024-2032. The probiotic market for kids is gaining significant traction due to the rising prevalence of digestive disorders among children, prompting a shift towards probiotics for their proven benefits in alleviating such conditions. Probiotics, which are live beneficial bacteria and yeasts, are increasingly being recommended by pediatricians to support children's overall well-being and to maintain a healthy digestive system. The development of kid-friendly probiotic formulations such as chewable tablets and gummies is a trend driving market growth, making it easier for children to consume these beneficial supplements.

The Global Probiotic Market for Kids is driven by increasing number of paediatricians are endorsing probiotics for children, recognizing their role in maintaining gut health and boosting immunity. Additionally, the market is benefitting from the ongoing development

of new and appealing probiotic products specifically designed for children, including chewable tablets and gummies. These products cater to the health needs of children and also appeal to their taste preferences, thereby enhancing compliance. Moreover, preventive healthcare trends and expansion of eCommerce Platforms are anticipated to create lucrative opportunities for the market. However, availability of counterfeit products is going to impede the overall demand for the market during the forecast period 2024-2032.

The key regions considered for the Global Probiotic Market for Kids study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. In 2023, North America, was the dominating among regional market in terms of revenue owing to factors such as increased awareness about the health benefits of probiotics for children is driving market expansion. Furthermore, The Asia Pacific region is witnessing rapid market growth due to rising disposable incomes and growing health consciousness among consumers, with countries such as China and Japan emerging as significant markets for probiotic products due to their increasing focus on preventive healthcare.

The major market players included in this report are:

Culturelle

BioGaia AB

Nutrition Care

BIOSTIME

Natural Factors Inc.

NOVA Probiotics

Jarrow Formulas

Life-Space

The Clorox Company

Dr. Willmar Schwabe Group

Church & Dwight Co. Inc.

Swanson

The detailed segments and sub-segment of the market are explained below:

By Product:

Liquid Drops

Powder

Ready-to-feed Liquids

Chewable Tablets

Gummies

By Strain Type:

Lactobacillus

Streptococcus

Bifidobacterium

Propionibacteria

Enterobacteria

Saccharomyces

By Sales Channel:

Hypermarket/Supermarket

Specialty Stores

eCommerce

Drug Stores & Pharmacies

Health & Wellness Stores

Convenience Store

Departmental Stores

Mass Grocery Retailers

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

RoMEA

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Global Probiotic Market for Kids Size Study by Product (Liquid Drops, Powder, Ready-to-feed Liquids, Chewable...

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market

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