

Global Probiotics Food & Cosmetics Market Size Study & Forecast, by Product Type, Ingredient, Distribution Channel, and Regional Forecasts 2025–2035

<https://marketpublishers.com/r/G9A23DFAE3CAEN.html>

Date: August 2025

Pages: 285

Price: US\$ 3,218.00 (Single User License)

ID: G9A23DFAE3CAEN

Abstracts

The global probiotics food & cosmetics market is valued at approximately USD 71.9 billion in 2024 and is anticipated to experience robust growth at a CAGR of more than 8.30% over the forecast period from 2025 to 2035. Probiotics—live microorganisms conferring health benefits when administered in adequate amounts—have evolved far beyond their foundational roots in digestive health. Today, they are redefining consumer expectations across the wellness, beauty, and personal care industries. This market is being propelled by an intricate interplay of rising consumer awareness, scientific advancements, and a preference shift toward natural, functional products. Whether it's gut-friendly yogurts or skin-rejuvenating probiotic-infused creams, the demand for bio-enhanced nutrition and topical applications is rapidly outpacing conventional counterparts. In a post-pandemic landscape where health resilience and skin microbiome balance have become pivotal, probiotic-enriched foods and cosmetics are emerging as cross-sectoral growth accelerators.

The surge in research surrounding microbiome health and its cascading influence on immunity, skin integrity, and overall wellbeing is fueling the probiotics revolution. Clinical trials and nutraceutical investments are validating their therapeutic potential in managing conditions ranging from acne and eczema to inflammatory bowel disorders and metabolic imbalances. In the food segment, fermented beverages, dairy products, and dietary supplements continue to diversify with novel bacterial strains and encapsulation technologies, targeting bioavailability and stability. Simultaneously, cosmetics manufacturers are incorporating probiotics into formulations that promise to restore skin flora, reduce sensitivity, and promote youthful radiance. The convergence

of wellness with beauty—a trend known as “inside-out health”—has bolstered cross-category consumption, with consumers increasingly expecting skincare that works on both the surface and from within.

Regionally, North America maintains a commanding position in the probiotics food & cosmetics market, attributed to heightened consumer awareness, an expansive wellness culture, and well-established nutraceutical and cosmeceutical industries. The United States, in particular, has emerged as a hotbed for probiotic product launches, driven by DTC (direct-to-consumer) innovations and an explosion of microbiome-focused startups. Meanwhile, Europe is closely following, fortified by stringent quality standards, increasing vegan probiotic food alternatives, and a strong demand for anti-aging and dermo-cosmetic probiotic solutions, particularly in France and Germany. However, it is the Asia Pacific region that is set to deliver the most exponential growth throughout the forecast period. Surging middle-class populations, traditional affinity for fermented foods, and escalating demand for K-beauty and J-beauty products are creating fertile ground for probiotics expansion in countries like China, India, South Korea, and Japan.

Major market player included in this report are:

BASF SE

Yakult Honsha Co., Ltd.

Nestlé S.A.

L'Oréal S.A.

Amway Corporation

DuPont de Nemours, Inc.

Beiersdorf AG

Procter & Gamble Co.

Danone S.A.

Unilever PLC

Johnson & Johnson

Estee Lauder Companies Inc.

Archer Daniels Midland Company

Arla Foods amba

Chr. Hansen Holding A/S

Global Probiotics Food & Cosmetics Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast period – 2025–2035

Report Coverage – Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Regional Scope – North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope – Free report customization (equivalent up to 8 analysts' working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values for the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within the countries involved in the study. The report also provides detailed information about crucial aspects, such as driving factors and challenges, which will define the future growth of the market. Additionally, it incorporates potential opportunities in micro-markets for stakeholders to invest, along with a detailed analysis of the competitive landscape and product offerings of key players.

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

By Product Type:

Probiotics Food and Beverages

Dietary Supplements

Cosmetics

By Ingredient:

Bacteria

Yeast

By Distribution Channel:

Hypermarkets/Supermarkets

Pharmacies/Drugstores

Specialty Stores

Online

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia Pacific

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

Latin America

Brazil

Mexico

Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

Key Takeaways:

Market Estimates & Forecast for 10 years from 2025 to 2035.

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.

Contents

CHAPTER 1. GLOBAL PROBIOTICS FOOD & COSMETICS MARKET REPORT SCOPE & METHODOLOGY

- 1.1. Research Objective
- 1.2. Research Methodology
 - 1.2.1. Forecast Model
 - 1.2.2. Desk Research
 - 1.2.3. Top Down and Bottom-Up Approach
- 1.3. Research Attributes
- 1.4. Scope of the Study
 - 1.4.1. Market Definition
 - 1.4.2. Market Segmentation
- 1.5. Research Assumption
 - 1.5.1. Inclusion & Exclusion
 - 1.5.2. Limitations
 - 1.5.3. Years Considered for the Study

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. CEO/CXO Standpoint
- 2.2. Strategic Insights
- 2.3. ESG Analysis
- 2.4. Key Findings

CHAPTER 3. GLOBAL PROBIOTICS FOOD & COSMETICS MARKET FORCES ANALYSIS (2024–2035)

- 3.1. Market Forces Shaping the Global Probiotics Food & Cosmetics Market
- 3.2. Drivers
 - 3.2.1. Rising consumer awareness about gut and skin health
 - 3.2.2. Integration of probiotics in cosmetics and functional foods
- 3.3. Restraints
 - 3.3.1. High cost of probiotic formulation and stability challenges
 - 3.3.2. Stringent regulatory standards for probiotics labeling and claims
- 3.4. Opportunities
 - 3.4.1. Technological innovations in strain development and encapsulation
 - 3.4.2. Expansion into emerging markets with growing middle-class populations

CHAPTER 4. GLOBAL PROBIOTICS FOOD & COSMETICS INDUSTRY ANALYSIS

- 4.1. Porter's 5 Forces Model
 - 4.1.1. Bargaining Power of Buyer
 - 4.1.2. Bargaining Power of Supplier
 - 4.1.3. Threat of New Entrants
 - 4.1.4. Threat of Substitutes
 - 4.1.5. Competitive Rivalry
- 4.2. Porter's 5 Force Forecast Model (2024–2035)
- 4.3. PESTEL Analysis
 - 4.3.1. Political
 - 4.3.2. Economical
 - 4.3.3. Social
 - 4.3.4. Technological
 - 4.3.5. Environmental
 - 4.3.6. Legal
- 4.4. Top Investment Opportunities
- 4.5. Top Winning Strategies (2025)
- 4.6. Market Share Analysis (2024–2025)
- 4.7. Global Pricing Analysis and Trends 2025
- 4.8. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL PROBIOTICS FOOD & COSMETICS MARKET SIZE & FORECASTS BY PRODUCT TYPE 2025–2035

- 5.1. Market Overview
- 5.2. Global Probiotics Food & Cosmetics Market Performance - Potential Analysis (2025)
- 5.3. Probiotics Food and Beverages
 - 5.3.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035
 - 5.3.2. Market Size Analysis, by Region, 2025–2035
- 5.4. Dietary Supplements
 - 5.4.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035
 - 5.4.2. Market Size Analysis, by Region, 2025–2035
- 5.5. Cosmetics
 - 5.5.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035
 - 5.5.2. Market Size Analysis, by Region, 2025–2035

CHAPTER 6. GLOBAL PROBIOTICS FOOD & COSMETICS MARKET SIZE & FORECASTS BY INGREDIENT 2025–2035

6.1. Market Overview

6.2. Global Probiotics Food & Cosmetics Market Performance - Potential Analysis (2025)

6.3. Bacteria

6.3.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035

6.3.2. Market Size Analysis, by Region, 2025–2035

6.4. Yeast

6.4.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035

6.4.2. Market Size Analysis, by Region, 2025–2035

CHAPTER 7. GLOBAL PROBIOTICS FOOD & COSMETICS MARKET SIZE & FORECASTS BY DISTRIBUTION CHANNEL 2025–2035

7.1. Market Overview

7.2. Global Probiotics Food & Cosmetics Market Performance - Potential Analysis (2025)

7.3. Hypermarkets/Supermarkets

7.3.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035

7.3.2. Market Size Analysis, by Region, 2025–2035

7.4. Pharmacies/Drugstores

7.4.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035

7.4.2. Market Size Analysis, by Region, 2025–2035

7.5. Specialty Stores

7.5.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035

7.5.2. Market Size Analysis, by Region, 2025–2035

7.6. Online

7.6.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035

7.6.2. Market Size Analysis, by Region, 2025–2035

CHAPTER 8. GLOBAL PROBIOTICS FOOD & COSMETICS MARKET SIZE & FORECASTS BY REGION 2025–2035

8.1. Probiotics Food & Cosmetics Market, Regional Market Snapshot

8.2. Top Leading & Emerging Countries

8.3. North America Probiotics Food & Cosmetics Market

8.3.1. U.S.

- 8.3.2. Canada
- 8.4. Europe Probiotics Food & Cosmetics Market
 - 8.4.1. UK
 - 8.4.2. Germany
 - 8.4.3. France
 - 8.4.4. Spain
 - 8.4.5. Italy
 - 8.4.6. Rest of Europe
- 8.5. Asia Pacific Probiotics Food & Cosmetics Market
 - 8.5.1. China
 - 8.5.2. India
 - 8.5.3. Japan
 - 8.5.4. Australia
 - 8.5.5. South Korea
 - 8.5.6. Rest of Asia Pacific
- 8.6. Latin America Probiotics Food & Cosmetics Market
 - 8.6.1. Brazil
 - 8.6.2. Mexico
- 8.7. Middle East & Africa Probiotics Food & Cosmetics Market
 - 8.7.1. UAE
 - 8.7.2. Saudi Arabia
 - 8.7.3. South Africa
 - 8.7.4. Rest of Middle East & Africa

CHAPTER 9. COMPETITIVE INTELLIGENCE

- 9.1. Top Market Strategies
- 9.2. BASF SE
 - Company Overview
 - Key Executives
 - Company Snapshot
 - Financial Performance (Subject to Data Availability)
 - Product/Services Port
 - Recent Development
 - Market Strategies
 - SWOT Analysis
- 9.3. Yakult Honsha Co., Ltd.
- 9.4. Nestl? S.A.
- 9.5. L'Or?al S.A.

- 9.6. Amway Corporation
- 9.7. DuPont de Nemours, Inc.
- 9.8. Beiersdorf AG
- 9.9. Procter & Gamble Co.
- 9.10. Danone S.A.
- 9.11. Unilever PLC
- 9.12. Johnson & Johnson
- 9.13. Estee Lauder Companies Inc.
- 9.14. Archer Daniels Midland Company
- 9.15. Arla Foods amba
- 9.16. Chr. Hansen Holding A/S

List Of Tables

LIST OF TABLES

Table 1. Global Probiotics Food & Cosmetics Market, Report Scope

Table 2. Global Probiotics Food & Cosmetics Market Estimates & Forecasts By Region 2024–2035

Table 3. Global Probiotics Food & Cosmetics Market Estimates & Forecasts By Product Type 2024–2035

Table 4. Global Probiotics Food & Cosmetics Market Estimates & Forecasts By Ingredient 2024–2035

Table 5. Global Probiotics Food & Cosmetics Market Estimates & Forecasts By Distribution Channel 2024–2035

Table 6. U.S. Probiotics Food & Cosmetics Market Estimates & Forecasts, 2024–2035

Table 7. Canada Probiotics Food & Cosmetics Market Estimates & Forecasts, 2024–2035

Table 8. UK Probiotics Food & Cosmetics Market Estimates & Forecasts, 2024–2035

Table 9. Germany Probiotics Food & Cosmetics Market Estimates & Forecasts, 2024–2035

Table 10. France Probiotics Food & Cosmetics Market Estimates & Forecasts, 2024–2035

Table 11. Spain Probiotics Food & Cosmetics Market Estimates & Forecasts, 2024–2035

Table 12. Italy Probiotics Food & Cosmetics Market Estimates & Forecasts, 2024–2035

Table 13. Rest of Europe Probiotics Food & Cosmetics Market Estimates & Forecasts, 2024–2035

Table 14. China Probiotics Food & Cosmetics Market Estimates & Forecasts, 2024–2035

Table 15. India Probiotics Food & Cosmetics Market Estimates & Forecasts, 2024–2035

Table 16. Japan Probiotics Food & Cosmetics Market Estimates & Forecasts, 2024–2035

Table 17. Australia Probiotics Food & Cosmetics Market Estimates & Forecasts, 2024–2035

Table 18. South Korea Probiotics Food & Cosmetics Market Estimates & Forecasts, 2024–2035

Table 19. Rest of Asia Pacific Probiotics Food & Cosmetics Market Estimates & Forecasts, 2024–2035

Table 20. Brazil Probiotics Food & Cosmetics Market Estimates & Forecasts, 2024–2035

Table 21. Mexico Probiotics Food & Cosmetics Market Estimates & Forecasts, 2024–2035

Table 22. UAE Probiotics Food & Cosmetics Market Estimates & Forecasts, 2024–2035

Table 23. Saudi Arabia Probiotics Food & Cosmetics Market Estimates & Forecasts, 2024–2035

Table 24. South Africa Probiotics Food & Cosmetics Market Estimates & Forecasts, 2024–2035

Table 25. Rest of Middle East & Africa Probiotics Food & Cosmetics Market Estimates & Forecasts, 2024–2035

List Of Figures

LIST OF FIGURES

- Figure 1. Global Probiotics Food & Cosmetics Market, Research Methodology
- Figure 2. Global Probiotics Food & Cosmetics Market, Market Estimation Techniques
- Figure 3. Global Market Size Estimates & Forecast Methods
- Figure 4. Global Probiotics Food & Cosmetics Market, Key Trends 2025
- Figure 5. Global Probiotics Food & Cosmetics Market, Growth Prospects 2024–2035
- Figure 6. Global Probiotics Food & Cosmetics Market, Porter's Five Forces Model
- Figure 7. Global Probiotics Food & Cosmetics Market, PESTEL Analysis
- Figure 8. Global Probiotics Food & Cosmetics Market, Value Chain Analysis
- Figure 9. Probiotics Food & Cosmetics Market by Product Type, 2025 & 2035
- Figure 10. Probiotics Food & Cosmetics Market by Ingredient, 2025 & 2035
- Figure 11. Probiotics Food & Cosmetics Market by Distribution Channel, 2025 & 2035
- Figure 12. North America Probiotics Food & Cosmetics Market, 2025 & 2035
- Figure 13. Europe Probiotics Food & Cosmetics Market, 2025 & 2035
- Figure 14. Asia Pacific Probiotics Food & Cosmetics Market, 2025 & 2035
- Figure 15. Latin America Probiotics Food & Cosmetics Market, 2025 & 2035
- Figure 16. Middle East & Africa Probiotics Food & Cosmetics Market, 2025 & 2035
- Figure 17. Global Probiotics Food & Cosmetics Market, Company Market Share Analysis (2025)

I would like to order

Product name: Global Probiotics Food & Cosmetics Market Size Study & Forecast, by Product Type, Ingredient, Distribution Channel, and Regional Forecasts 2025–2035

Product link: <https://marketpublishers.com/r/G9A23DFAE3CAEN.html>

Price: US\$ 3,218.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G9A23DFAE3CAEN.html>