

Global Synbiotic Product Market Size study & Forecast, by Product (Functional Food & Beverages, Dietary Supplements, Others), by Distribution Channel (Offline, Online) and Regional Analysis, 2023-2030

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Abstracts

Global Synbiotic Product Market is valued at approximately USD 0.87 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 8.3% over the forecast period 2023-2030. A synbiotic product refers to a combination of both probiotics and prebiotics in a single formulation. Synbiotics are designed to enhance the effectiveness of probiotics by providing the necessary nutrients for their growth and activity. These products aim to support and maintain a healthy gut microbiome, which is linked to various aspects of overall health, including digestion, immune function, and even mental well-being. The Synbiotic Product market is expanding because of factors such as increasing the demand for functional foods and rising inclination towards nutritional supplements. As a result, the demand for Synbiotic products have progressively increased in the international market during the forecast period 2023-2030.

Functional food is designed to enhance overall well-being, prevent specific health issues, or address certain nutritional deficiencies. Synbiotic products fall within this category because they combine the benefits of both probiotics and prebiotics to promote a healthier gut and potentially provide a range of other health advantages. According to Statista, in 2019, the global functional food market was approximately USD 178 billion and anticipated to be worth roughly USD 268 billion by 2027. Furthermore, the functional food ingredients in the Asia Pacific are forecast to reach around USD 21.45 billion in 2023. Another important factor that drives the Synbiotic Product market is the rising inclination towards nutritional supplements. Many consumers are adopting a holistic approach to health, recognizing the role of balanced nutrition in overall well-

being. Nutritional supplements, including synbiotic products, align with this mindset by offering targeted support for specific health aspects. In addition, as per Statista, the global dietary supplement market is expected to be worth USD 185.1 billion by 2025. Moreover, the increasing use of probiotics and prebiotics and rising awareness regarding healthy lifestyle is anticipated to create a lucrative growth opportunity for the market over the forecast period. However, the high cost of Synbiotic Products is going to impede overall market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Synbiotic Product Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. Europe dominated the market in 2022 owing to the increasing awareness regarding synbiotic products and the continuous demand for prebiotics and probiotics in the region. The region's dominant performance is anticipated to propel the overall demand for Synbiotic Products. Furthermore, Asia Pacific is expected to grow fastest during the forecast period, owing to factors such as the rise in health issues of the growing population has increased the demand for functional foods in the region.

Major market player included in this report are:

Daflorn Ltd

Chr. Hansen A/S

Skystone Feed Co., Ltd

Sabinsa Corporation

Yakult Pharmaceutical Industry Co., Ltd

Pfizer Inc

Ajinomoto Co., Inc

Calpis Co., Ltd

Danone and Morinaga & Company Ltd

Probiotal S.p.A.

Recent Developments in the Market:

In April 2023, ADM collaborated with bioactives company Brightseed to develop evidence-based functional synbiotic products aimed at microbiome optimisation. ADM, which has made an undisclosed investment in the company, hopes to provide a variety of clinically verified functional ingredients for foods and beverages, nutritional supplements, and medical foods by 2025.

Global Synbiotic Product Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

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

Segments Covered - Product, Distribution Channel, Region

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

Customization Scope - Free report customization (equivalent up to 8 analyst's 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 to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key

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

By Product

Functional Food & Beverages

Dietary Supplements

Others

By Distribution Channel

Offline

Online

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

Rest of Middle East & Africa

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