

Global Functional Probiotic Strains and Powder Market Research Report 2025(Status and Outlook)

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Abstracts

Report Overview

Functional probiotic strains and powder refer to specific strains of beneficial bacteria that are added to food or supplements to provide health benefits beyond basic nutrition. These strains are carefully selected for their ability to survive the digestive process and colonize the gut, where they can positively influence the balance of the gut microbiota. Functional probiotic powder is a convenient form for consumers to incorporate these beneficial bacteria into their diets, offering potential benefits such as improved digestion, enhanced immune function, and overall gut health support.

The market for functional probiotic strains and powder is experiencing significant growth due to increasing consumer awareness of the importance of gut health and the role of probiotics in maintaining overall well-being. As more research highlights the link between gut health and various aspects of physical and mental health, consumers are seeking out products that contain specific probiotic strains known for their beneficial effects. This trend is driving the demand for functional probiotic products across various age groups and demographics, including adults looking to support their immune systems, athletes aiming to optimize their performance, and parents seeking digestive health solutions for their children.

At the same time, market drivers such as the rising prevalence of digestive disorders, growing interest in preventive healthcare, and expanding product availability through online and offline channels are further fueling the growth of the functional probiotic strains and powder market. Manufacturers are responding to these trends by developing innovative probiotic formulations, expanding their product lines, and investing in marketing efforts to educate consumers about the benefits of specific

probiotic strains. With increasing competition in the market, companies are also focusing on quality control, research and development, and strategic partnerships to differentiate their products and gain a competitive edge in this rapidly evolving industry.

This report provides a deep insight into the global Functional Probiotic Strains and Powder market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Functional Probiotic Strains and Powder Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Functional Probiotic Strains and Powder market in any manner.

Global Functional Probiotic Strains and Powder Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

Danisco

Chr. Hansen

Lallemand

China-Biotics

Nestle

Valio

Glory Biotech

Ganeden

Danone

Probi

BioGaia

Yakult

Novozymes

Glac Biotech

Bioflag

Market Segmentation (by Type)

Bifidobacterium

Lactobacillus

Others

Market Segmentation (by Application)

Food

Drinks

Drugs

Others

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Functional Probiotic Strains and Powder Market

Overview of the regional outlook of the Functional Probiotic Strains and Powder Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Functional Probiotic Strains and Powder Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application,

covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

- 1.1 Market Definition and Statistical Scope of Functional Probiotic Strains and Powder
- 1.2 Key Market Segments
 - 1.2.1 Functional Probiotic Strains and Powder Segment by Type
 - 1.2.2 Functional Probiotic Strains and Powder Segment by Application
- 1.3 Methodology & Sources of Information
 - 1.3.1 Research Methodology
 - 1.3.2 Research Process
 - 1.3.3 Market Breakdown and Data Triangulation
 - 1.3.4 Base Year
 - 1.3.5 Report Assumptions & Caveats

2 FUNCTIONAL PROBIOTIC STRAINS AND POWDER MARKET OVERVIEW

- 2.1 Global Market Overview
 - 2.1.1 Global Functional Probiotic Strains and Powder Market Size (M USD) Estimates and Forecasts (2020-2033)
 - 2.1.2 Global Functional Probiotic Strains and Powder Sales Estimates and Forecasts (2020-2033)
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

3 FUNCTIONAL PROBIOTIC STRAINS AND POWDER MARKET COMPETITIVE LANDSCAPE

- 3.1 Company Assessment Quadrant
- 3.2 Global Functional Probiotic Strains and Powder Product Life Cycle
- 3.3 Global Functional Probiotic Strains and Powder Sales by Manufacturers (2020-2025)
- 3.4 Global Functional Probiotic Strains and Powder Revenue Market Share by Manufacturers (2020-2025)
- 3.5 Functional Probiotic Strains and Powder Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.6 Global Functional Probiotic Strains and Powder Average Price by Manufacturers (2020-2025)
- 3.7 Manufacturers Functional Probiotic Strains and Powder Sales Sites, Area Served,

Product Type

3.8 Functional Probiotic Strains and Powder Market Competitive Situation and Trends

3.8.1 Functional Probiotic Strains and Powder Market Concentration Rate

3.8.2 Global 5 and 10 Largest Functional Probiotic Strains and Powder Players Market

Share by Revenue

3.8.3 Mergers & Acquisitions, Expansion

4 FUNCTIONAL PROBIOTIC STRAINS AND POWDER INDUSTRY CHAIN ANALYSIS

4.1 Functional Probiotic Strains and Powder Industry Chain Analysis

4.2 Market Overview of Key Raw Materials

4.3 Midstream Market Analysis

4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF FUNCTIONAL PROBIOTIC STRAINS AND POWDER MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Market Restraints

5.5 Industry News

5.5.1 New Product Developments

5.5.2 Mergers & Acquisitions

5.5.3 Expansions

5.5.4 Collaboration/Supply Contracts

5.6 PEST Analysis

5.6.1 Industry Policies Analysis

5.6.2 Economic Environment Analysis

5.6.3 Social Environment Analysis

5.6.4 Technological Environment Analysis

5.7 Global Functional Probiotic Strains and Powder Market Porter's Five Forces Analysis

5.7.1 Global Trade Frictions

5.7.2 Global Trade Frictions and Their Impacts to Functional Probiotic Strains and Powder Market

5.8 ESG Ratings of Leading Companies

6 FUNCTIONAL PROBIOTIC STRAINS AND POWDER MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Functional Probiotic Strains and Powder Sales Market Share by Type (2020-2025)
- 6.3 Global Functional Probiotic Strains and Powder Market Size Market Share by Type (2020-2025)
- 6.4 Global Functional Probiotic Strains and Powder Price by Type (2020-2025)

7 FUNCTIONAL PROBIOTIC STRAINS AND POWDER MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Functional Probiotic Strains and Powder Market Sales by Application (2020-2025)
- 7.3 Global Functional Probiotic Strains and Powder Market Size (M USD) by Application (2020-2025)
- 7.4 Global Functional Probiotic Strains and Powder Sales Growth Rate by Application (2020-2025)

8 FUNCTIONAL PROBIOTIC STRAINS AND POWDER MARKET SALES BY REGION

- 8.1 Global Functional Probiotic Strains and Powder Sales by Region
 - 8.1.1 Global Functional Probiotic Strains and Powder Sales by Region
 - 8.1.2 Global Functional Probiotic Strains and Powder Sales Market Share by Region
- 8.2 Global Functional Probiotic Strains and Powder Market Size by Region
 - 8.2.1 Global Functional Probiotic Strains and Powder Market Size by Region
 - 8.2.2 Global Functional Probiotic Strains and Powder Market Size Market Share by Region
- 8.3 North America
 - 8.3.1 North America Functional Probiotic Strains and Powder Sales by Country
 - 8.3.2 North America Functional Probiotic Strains and Powder Market Size by Country
 - 8.3.3 U.S. Market Overview
 - 8.3.4 Canada Market Overview
 - 8.3.5 Mexico Market Overview
- 8.4 Europe
 - 8.4.1 Europe Functional Probiotic Strains and Powder Sales by Country

8.4.2 Europe Functional Probiotic Strains and Powder Market Size by Country

8.4.3 Germany Market Overview

8.4.4 France Market Overview

8.4.5 U.K. Market Overview

8.4.6 Italy Market Overview

8.4.7 Spain Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Functional Probiotic Strains and Powder Sales by Region

8.5.2 Asia Pacific Functional Probiotic Strains and Powder Market Size by Region

8.5.3 China Market Overview

8.5.4 Japan Market Overview

8.5.5 South Korea Market Overview

8.5.6 India Market Overview

8.5.7 Southeast Asia Market Overview

8.6 South America

8.6.1 South America Functional Probiotic Strains and Powder Sales by Country

8.6.2 South America Functional Probiotic Strains and Powder Market Size by Country

8.6.3 Brazil Market Overview

8.6.4 Argentina Market Overview

8.6.5 Columbia Market Overview

8.7 Middle East and Africa

8.7.1 Middle East and Africa Functional Probiotic Strains and Powder Sales by Region

8.7.2 Middle East and Africa Functional Probiotic Strains and Powder Market Size by Region

8.7.3 Saudi Arabia Market Overview

8.7.4 UAE Market Overview

8.7.5 Egypt Market Overview

8.7.6 Nigeria Market Overview

8.7.7 South Africa Market Overview

9 FUNCTIONAL PROBIOTIC STRAINS AND POWDER MARKET PRODUCTION BY REGION

9.1 Global Production of Functional Probiotic Strains and Powder by Region(2020-2025)

9.2 Global Functional Probiotic Strains and Powder Revenue Market Share by Region (2020-2025)

9.3 Global Functional Probiotic Strains and Powder Production, Revenue, Price and Gross Margin (2020-2025)

9.4 North America Functional Probiotic Strains and Powder Production

9.4.1 North America Functional Probiotic Strains and Powder Production Growth Rate (2020-2025)

9.4.2 North America Functional Probiotic Strains and Powder Production, Revenue, Price and Gross Margin (2020-2025)

9.5 Europe Functional Probiotic Strains and Powder Production

9.5.1 Europe Functional Probiotic Strains and Powder Production Growth Rate (2020-2025)

9.5.2 Europe Functional Probiotic Strains and Powder Production, Revenue, Price and Gross Margin (2020-2025)

9.6 Japan Functional Probiotic Strains and Powder Production (2020-2025)

9.6.1 Japan Functional Probiotic Strains and Powder Production Growth Rate (2020-2025)

9.6.2 Japan Functional Probiotic Strains and Powder Production, Revenue, Price and Gross Margin (2020-2025)

9.7 China Functional Probiotic Strains and Powder Production (2020-2025)

9.7.1 China Functional Probiotic Strains and Powder Production Growth Rate (2020-2025)

9.7.2 China Functional Probiotic Strains and Powder Production, Revenue, Price and Gross Margin (2020-2025)

10 KEY COMPANIES PROFILE

10.1 Danisco

10.1.1 Danisco Basic Information

10.1.2 Danisco Functional Probiotic Strains and Powder Product Overview

10.1.3 Danisco Functional Probiotic Strains and Powder Product Market Performance

10.1.4 Danisco Business Overview

10.1.5 Danisco SWOT Analysis

10.1.6 Danisco Recent Developments

10.2 Chr. Hansen

10.2.1 Chr. Hansen Basic Information

10.2.2 Chr. Hansen Functional Probiotic Strains and Powder Product Overview

10.2.3 Chr. Hansen Functional Probiotic Strains and Powder Product Market Performance

10.2.4 Chr. Hansen Business Overview

10.2.5 Chr. Hansen SWOT Analysis

10.2.6 Chr. Hansen Recent Developments

10.3 Lallemand

10.3.1 Lallemand Basic Information

10.3.2 Lallemand Functional Probiotic Strains and Powder Product Overview

10.3.3 Lallemand Functional Probiotic Strains and Powder Product Market

Performance

10.3.4 Lallemand Business Overview

10.3.5 Lallemand SWOT Analysis

10.3.6 Lallemand Recent Developments

10.4 China-Biotics

10.4.1 China-Biotics Basic Information

10.4.2 China-Biotics Functional Probiotic Strains and Powder Product Overview

10.4.3 China-Biotics Functional Probiotic Strains and Powder Product Market

Performance

10.4.4 China-Biotics Business Overview

10.4.5 China-Biotics Recent Developments

10.5 Nestle

10.5.1 Nestle Basic Information

10.5.2 Nestle Functional Probiotic Strains and Powder Product Overview

10.5.3 Nestle Functional Probiotic Strains and Powder Product Market Performance

10.5.4 Nestle Business Overview

10.5.5 Nestle Recent Developments

10.6 Valio

10.6.1 Valio Basic Information

10.6.2 Valio Functional Probiotic Strains and Powder Product Overview

10.6.3 Valio Functional Probiotic Strains and Powder Product Market Performance

10.6.4 Valio Business Overview

10.6.5 Valio Recent Developments

10.7 Glory Biotech

10.7.1 Glory Biotech Basic Information

10.7.2 Glory Biotech Functional Probiotic Strains and Powder Product Overview

10.7.3 Glory Biotech Functional Probiotic Strains and Powder Product Market

Performance

10.7.4 Glory Biotech Business Overview

10.7.5 Glory Biotech Recent Developments

10.8 Ganeden

10.8.1 Ganeden Basic Information

10.8.2 Ganeden Functional Probiotic Strains and Powder Product Overview

10.8.3 Ganeden Functional Probiotic Strains and Powder Product Market Performance

10.8.4 Ganeden Business Overview

10.8.5 Ganeden Recent Developments

10.9 Danone

10.9.1 Danone Basic Information

10.9.2 Danone Functional Probiotic Strains and Powder Product Overview

10.9.3 Danone Functional Probiotic Strains and Powder Product Market Performance

10.9.4 Danone Business Overview

10.9.5 Danone Recent Developments

10.10 Probi

10.10.1 Probi Basic Information

10.10.2 Probi Functional Probiotic Strains and Powder Product Overview

10.10.3 Probi Functional Probiotic Strains and Powder Product Market Performance

10.10.4 Probi Business Overview

10.10.5 Probi Recent Developments

10.11 BioGaia

10.11.1 BioGaia Basic Information

10.11.2 BioGaia Functional Probiotic Strains and Powder Product Overview

10.11.3 BioGaia Functional Probiotic Strains and Powder Product Market Performance

10.11.4 BioGaia Business Overview

10.11.5 BioGaia Recent Developments

10.12 Yakult

10.12.1 Yakult Basic Information

10.12.2 Yakult Functional Probiotic Strains and Powder Product Overview

10.12.3 Yakult Functional Probiotic Strains and Powder Product Market Performance

10.12.4 Yakult Business Overview

10.12.5 Yakult Recent Developments

10.13 Novozymes

10.13.1 Novozymes Basic Information

10.13.2 Novozymes Functional Probiotic Strains and Powder Product Overview

10.13.3 Novozymes Functional Probiotic Strains and Powder Product Market

Performance

10.13.4 Novozymes Business Overview

10.13.5 Novozymes Recent Developments

10.14 Glac Biotech

10.14.1 Glac Biotech Basic Information

10.14.2 Glac Biotech Functional Probiotic Strains and Powder Product Overview

10.14.3 Glac Biotech Functional Probiotic Strains and Powder Product Market

Performance

10.14.4 Glac Biotech Business Overview

10.14.5 Glac Biotech Recent Developments

10.15 Bioflag

- 10.15.1 Bioflag Basic Information
- 10.15.2 Bioflag Functional Probiotic Strains and Powder Product Overview
- 10.15.3 Bioflag Functional Probiotic Strains and Powder Product Market Performance
- 10.15.4 Bioflag Business Overview
- 10.15.5 Bioflag Recent Developments

11 FUNCTIONAL PROBIOTIC STRAINS AND POWDER MARKET FORECAST BY REGION

- 11.1 Global Functional Probiotic Strains and Powder Market Size Forecast
- 11.2 Global Functional Probiotic Strains and Powder Market Forecast by Region
 - 11.2.1 North America Market Size Forecast by Country
 - 11.2.2 Europe Functional Probiotic Strains and Powder Market Size Forecast by Country
 - 11.2.3 Asia Pacific Functional Probiotic Strains and Powder Market Size Forecast by Region
 - 11.2.4 South America Functional Probiotic Strains and Powder Market Size Forecast by Country
 - 11.2.5 Middle East and Africa Forecasted Sales of Functional Probiotic Strains and Powder by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2033)

- 12.1 Global Functional Probiotic Strains and Powder Market Forecast by Type (2026-2033)
 - 12.1.1 Global Forecasted Sales of Functional Probiotic Strains and Powder by Type (2026-2033)
 - 12.1.2 Global Functional Probiotic Strains and Powder Market Size Forecast by Type (2026-2033)
 - 12.1.3 Global Forecasted Price of Functional Probiotic Strains and Powder by Type (2026-2033)
- 12.2 Global Functional Probiotic Strains and Powder Market Forecast by Application (2026-2033)
 - 12.2.1 Global Functional Probiotic Strains and Powder Sales (K MT) Forecast by Application
 - 12.2.2 Global Functional Probiotic Strains and Powder Market Size (M USD) Forecast by Application (2026-2033)

13 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Market Size (M USD) Segment Executive Summary

Table 4. Functional Probiotic Strains and Powder Market Size Comparison by Region (M USD)

Table 5. Global Functional Probiotic Strains and Powder Sales (K MT) by Manufacturers (2020-2025)

Table 6. Global Functional Probiotic Strains and Powder Sales Market Share by Manufacturers (2020-2025)

Table 7. Global Functional Probiotic Strains and Powder Revenue (M USD) by Manufacturers (2020-2025)

Table 8. Global Functional Probiotic Strains and Powder Revenue Share by Manufacturers (2020-2025)

Table 9. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Functional Probiotic Strains and Powder as of 2024)

Table 10. Global Market Functional Probiotic Strains and Powder Average Price (USD/MT) of Key Manufacturers (2020-2025)

Table 11. Manufacturers Functional Probiotic Strains and Powder Sales Sites and Area Served

Table 12. Manufacturers Functional Probiotic Strains and Powder Product Type

Table 13. Global Functional Probiotic Strains and Powder Manufacturers Market Concentration Ratio (CR5 and HHI)

Table 14. Mergers & Acquisitions, Expansion Plans

Table 15. Market Overview of Key Raw Materials

Table 16. Midstream Market Analysis

Table 17. Downstream Customer Analysis

Table 18. Key Development Trends

Table 19. Driving Factors

Table 20. Functional Probiotic Strains and Powder Market Challenges

Table 21. Goldman Sachs' forecast real GDP growth rate for 2024-2026

Table 22. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027

Table 23. World Bank ' Forecast Real GDP Growth Rate For 2024-2026

Table 24. Global Functional Probiotic Strains and Powder Sales by Type (K MT)

Table 25. Global Functional Probiotic Strains and Powder Market Size by Type (M USD)

Table 26. Global Functional Probiotic Strains and Powder Sales (K MT) by Type

(2020-2025)

Table 27. Global Functional Probiotic Strains and Powder Sales Market Share by Type (2020-2025)

Table 28. Global Functional Probiotic Strains and Powder Market Size (M USD) by Type (2020-2025)

Table 29. Global Functional Probiotic Strains and Powder Market Size Share by Type (2020-2025)

Table 30. Global Functional Probiotic Strains and Powder Price (USD/MT) by Type (2020-2025)

Table 31. Global Functional Probiotic Strains and Powder Sales (K MT) by Application

Table 32. Global Functional Probiotic Strains and Powder Market Size by Application

Table 33. Global Functional Probiotic Strains and Powder Sales by Application (2020-2025) & (K MT)

Table 34. Global Functional Probiotic Strains and Powder Sales Market Share by Application (2020-2025)

Table 35. Global Functional Probiotic Strains and Powder Market Size by Application (2020-2025) & (M USD)

Table 36. Global Functional Probiotic Strains and Powder Market Share by Application (2020-2025)

Table 37. Global Functional Probiotic Strains and Powder Sales Growth Rate by Application (2020-2025)

Table 38. Global Functional Probiotic Strains and Powder Sales by Region (2020-2025) & (K MT)

Table 39. Global Functional Probiotic Strains and Powder Sales Market Share by Region (2020-2025)

Table 40. Global Functional Probiotic Strains and Powder Market Size by Region (2020-2025) & (M USD)

Table 41. Global Functional Probiotic Strains and Powder Market Size Market Share by Region (2020-2025)

Table 42. North America Functional Probiotic Strains and Powder Sales by Country (2020-2025) & (K MT)

Table 43. North America Functional Probiotic Strains and Powder Market Size by Country (2020-2025) & (M USD)

Table 44. Europe Functional Probiotic Strains and Powder Sales by Country (2020-2025) & (K MT)

Table 45. Europe Functional Probiotic Strains and Powder Market Size by Country (2020-2025) & (M USD)

Table 46. Asia Pacific Functional Probiotic Strains and Powder Sales by Region (2020-2025) & (K MT)

Table 47. Asia Pacific Functional Probiotic Strains and Powder Market Size by Region (2020-2025) & (M USD)

Table 48. South America Functional Probiotic Strains and Powder Sales by Country (2020-2025) & (K MT)

Table 49. South America Functional Probiotic Strains and Powder Market Size by Country (2020-2025) & (M USD)

Table 50. Middle East and Africa Functional Probiotic Strains and Powder Sales by Region (2020-2025) & (K MT)

Table 51. Middle East and Africa Functional Probiotic Strains and Powder Market Size by Region (2020-2025) & (M USD)

Table 52. Global Functional Probiotic Strains and Powder Production (K MT) by Region(2020-2025)

Table 53. Global Functional Probiotic Strains and Powder Revenue (US\$ Million) by Region (2020-2025)

Table 54. Global Functional Probiotic Strains and Powder Revenue Market Share by Region (2020-2025)

Table 55. Global Functional Probiotic Strains and Powder Production (K MT), Revenue (US\$ Million), Price (USD/MT) and Gross Margin (2020-2025)

Table 56. North America Functional Probiotic Strains and Powder Production (K MT), Revenue (US\$ Million), Price (USD/MT) and Gross Margin (2020-2025)

Table 57. Europe Functional Probiotic Strains and Powder Production (K MT), Revenue (US\$ Million), Price (USD/MT) and Gross Margin (2020-2025)

Table 58. Japan Functional Probiotic Strains and Powder Production (K MT), Revenue (US\$ Million), Price (USD/MT) and Gross Margin (2020-2025)

Table 59. China Functional Probiotic Strains and Powder Production (K MT), Revenue (US\$ Million), Price (USD/MT) and Gross Margin (2020-2025)

Table 60. Danisco Basic Information

Table 61. Danisco Functional Probiotic Strains and Powder Product Overview

Table 62. Danisco Functional Probiotic Strains and Powder Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2020-2025)

Table 63. Danisco Business Overview

Table 64. Danisco SWOT Analysis

Table 65. Danisco Recent Developments

Table 66. Chr. Hansen Basic Information

Table 67. Chr. Hansen Functional Probiotic Strains and Powder Product Overview

Table 68. Chr. Hansen Functional Probiotic Strains and Powder Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2020-2025)

Table 69. Chr. Hansen Business Overview

Table 70. Chr. Hansen SWOT Analysis

Table 71. Chr. Hansen Recent Developments
Table 72. Lallemand Basic Information
Table 73. Lallemand Functional Probiotic Strains and Powder Product Overview
Table 74. Lallemand Functional Probiotic Strains and Powder Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2020-2025)
Table 75. Lallemand Business Overview
Table 76. Lallemand SWOT Analysis
Table 77. Lallemand Recent Developments
Table 78. China-Biotics Basic Information
Table 79. China-Biotics Functional Probiotic Strains and Powder Product Overview
Table 80. China-Biotics Functional Probiotic Strains and Powder Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2020-2025)
Table 81. China-Biotics Business Overview
Table 82. China-Biotics Recent Developments
Table 83. Nestle Basic Information
Table 84. Nestle Functional Probiotic Strains and Powder Product Overview
Table 85. Nestle Functional Probiotic Strains and Powder Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2020-2025)
Table 86. Nestle Business Overview
Table 87. Nestle Recent Developments
Table 88. Valio Basic Information
Table 89. Valio Functional Probiotic Strains and Powder Product Overview
Table 90. Valio Functional Probiotic Strains and Powder Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2020-2025)
Table 91. Valio Business Overview
Table 92. Valio Recent Developments
Table 93. Glory Biotech Basic Information
Table 94. Glory Biotech Functional Probiotic Strains and Powder Product Overview
Table 95. Glory Biotech Functional Probiotic Strains and Powder Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2020-2025)
Table 96. Glory Biotech Business Overview
Table 97. Glory Biotech Recent Developments
Table 98. Ganeden Basic Information
Table 99. Ganeden Functional Probiotic Strains and Powder Product Overview
Table 100. Ganeden Functional Probiotic Strains and Powder Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2020-2025)
Table 101. Ganeden Business Overview
Table 102. Ganeden Recent Developments
Table 103. Danone Basic Information

Table 104. Danone Functional Probiotic Strains and Powder Product Overview
Table 105. Danone Functional Probiotic Strains and Powder Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2020-2025)
Table 106. Danone Business Overview
Table 107. Danone Recent Developments
Table 108. Probi Basic Information
Table 109. Probi Functional Probiotic Strains and Powder Product Overview
Table 110. Probi Functional Probiotic Strains and Powder Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2020-2025)
Table 111. Probi Business Overview
Table 112. Probi Recent Developments
Table 113. BioGaia Basic Information
Table 114. BioGaia Functional Probiotic Strains and Powder Product Overview
Table 115. BioGaia Functional Probiotic Strains and Powder Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2020-2025)
Table 116. BioGaia Business Overview
Table 117. BioGaia Recent Developments
Table 118. Yakult Basic Information
Table 119. Yakult Functional Probiotic Strains and Powder Product Overview
Table 120. Yakult Functional Probiotic Strains and Powder Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2020-2025)
Table 121. Yakult Business Overview
Table 122. Yakult Recent Developments
Table 123. Novozymes Basic Information
Table 124. Novozymes Functional Probiotic Strains and Powder Product Overview
Table 125. Novozymes Functional Probiotic Strains and Powder Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2020-2025)
Table 126. Novozymes Business Overview
Table 127. Novozymes Recent Developments
Table 128. Glac Biotech Basic Information
Table 129. Glac Biotech Functional Probiotic Strains and Powder Product Overview
Table 130. Glac Biotech Functional Probiotic Strains and Powder Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2020-2025)
Table 131. Glac Biotech Business Overview
Table 132. Glac Biotech Recent Developments
Table 133. Bioflag Basic Information
Table 134. Bioflag Functional Probiotic Strains and Powder Product Overview
Table 135. Bioflag Functional Probiotic Strains and Powder Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2020-2025)

Table 136. Bioflag Business Overview

Table 137. Bioflag Recent Developments

Table 138. Global Functional Probiotic Strains and Powder Sales Forecast by Region (2026-2033) & (K MT)

Table 139. Global Functional Probiotic Strains and Powder Market Size Forecast by Region (2026-2033) & (M USD)

Table 140. North America Functional Probiotic Strains and Powder Sales Forecast by Country (2026-2033) & (K MT)

Table 141. North America Functional Probiotic Strains and Powder Market Size Forecast by Country (2026-2033) & (M USD)

Table 142. Europe Functional Probiotic Strains and Powder Sales Forecast by Country (2026-2033) & (K MT)

Table 143. Europe Functional Probiotic Strains and Powder Market Size Forecast by Country (2026-2033) & (M USD)

Table 144. Asia Pacific Functional Probiotic Strains and Powder Sales Forecast by Region (2026-2033) & (K MT)

Table 145. Asia Pacific Functional Probiotic Strains and Powder Market Size Forecast by Region (2026-2033) & (M USD)

Table 146. South America Functional Probiotic Strains and Powder Sales Forecast by Country (2026-2033) & (K MT)

Table 147. South America Functional Probiotic Strains and Powder Market Size Forecast by Country (2026-2033) & (M USD)

Table 148. Middle East and Africa Functional Probiotic Strains and Powder Sales Forecast by Country (2026-2033) & (Units)

Table 149. Middle East and Africa Functional Probiotic Strains and Powder Market Size Forecast by Country (2026-2033) & (M USD)

Table 150. Global Functional Probiotic Strains and Powder Sales Forecast by Type (2026-2033) & (K MT)

Table 151. Global Functional Probiotic Strains and Powder Market Size Forecast by Type (2026-2033) & (M USD)

Table 152. Global Functional Probiotic Strains and Powder Price Forecast by Type (2026-2033) & (USD/MT)

Table 153. Global Functional Probiotic Strains and Powder Sales (K MT) Forecast by Application (2026-2033)

Table 154. Global Functional Probiotic Strains and Powder Market Size Forecast by Application (2026-2033) & (M USD)

List Of Figures

LIST OF FIGURES

Figure 1. Product Picture of Functional Probiotic Strains and Powder

Figure 2. Data Triangulation

Figure 3. Key Caveats

Figure 4. Global Functional Probiotic Strains and Powder Market Size (M USD), 2024-2033

Figure 5. Global Functional Probiotic Strains and Powder Market Size (M USD) (2020-2033)

Figure 6. Global Functional Probiotic Strains and Powder Sales (K MT) & (2020-2033)

Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 9. Evaluation Matrix of Regional Market Development Potential

Figure 10. Functional Probiotic Strains and Powder Market Size by Country (M USD)

Figure 11. Company Assessment Quadrant

Figure 12. Global Functional Probiotic Strains and Powder Product Life Cycle

Figure 13. Functional Probiotic Strains and Powder Sales Share by Manufacturers in 2024

Figure 14. Global Functional Probiotic Strains and Powder Revenue Share by Manufacturers in 2024

Figure 15. Functional Probiotic Strains and Powder Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2024

Figure 16. Global Market Functional Probiotic Strains and Powder Average Price (USD/MT) of Key Manufacturers in 2024

Figure 17. The Global 5 and 10 Largest Players: Market Share by Functional Probiotic Strains and Powder Revenue in 2024

Figure 18. Industry Chain Map of Functional Probiotic Strains and Powder

Figure 19. Global Functional Probiotic Strains and Powder Market PESTE Analysis

Figure 20. Global Functional Probiotic Strains and Powder Market Porter's Five Forces Analysis

Figure 21. Global Merchandise Trade as a Percentage Of GDP

Figure 22. US - Imports of Goods by Country

Figure 23. China Exports by Country

Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers

Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 26. Global Functional Probiotic Strains and Powder Market Share by Type

Figure 27. Sales Market Share of Functional Probiotic Strains and Powder by Type

(2020-2025)

Figure 28. Sales Market Share of Functional Probiotic Strains and Powder by Type in 2024

Figure 29. Market Size Share of Functional Probiotic Strains and Powder by Type (2020-2025)

Figure 30. Market Size Share of Functional Probiotic Strains and Powder by Type in 2024

Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 32. Global Functional Probiotic Strains and Powder Market Share by Application

Figure 33. Global Functional Probiotic Strains and Powder Sales Market Share by Application (2020-2025)

Figure 34. Global Functional Probiotic Strains and Powder Sales Market Share by Application in 2024

Figure 35. Global Functional Probiotic Strains and Powder Market Share by Application (2020-2025)

Figure 36. Global Functional Probiotic Strains and Powder Market Share by Application in 2024

Figure 37. Global Functional Probiotic Strains and Powder Sales Growth Rate by Application (2020-2025)

Figure 38. Global Functional Probiotic Strains and Powder Sales Market Share by Region (2020-2025)

Figure 39. Global Functional Probiotic Strains and Powder Market Size Market Share by Region (2020-2025)

Figure 40. North America Functional Probiotic Strains and Powder Sales and Growth Rate (2020-2025) & (K MT)

Figure 41. North America Functional Probiotic Strains and Powder Sales and Growth Rate (2020-2025) & (K MT)

Figure 42. North America Functional Probiotic Strains and Powder Sales Market Share by Country in 2024

Figure 43. North America Functional Probiotic Strains and Powder Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. North America Functional Probiotic Strains and Powder Market Size Market Share by Country in 2024

Figure 45. U.S. Functional Probiotic Strains and Powder Sales and Growth Rate (2020-2025) & (K MT)

Figure 46. U.S. Functional Probiotic Strains and Powder Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. Canada Functional Probiotic Strains and Powder Sales (K MT) and Growth Rate (2020-2025)

Figure 48. Canada Functional Probiotic Strains and Powder Market Size (M USD) and Growth Rate (2020-2025)

Figure 49. Mexico Functional Probiotic Strains and Powder Sales (Units) and Growth Rate (2020-2025)

Figure 50. Mexico Functional Probiotic Strains and Powder Market Size (Units) and Growth Rate (2020-2025)

Figure 51. Europe Functional Probiotic Strains and Powder Sales and Growth Rate (2020-2025) & (K MT)

Figure 52. Europe Functional Probiotic Strains and Powder Sales Market Share by Country in 2024

Figure 53. Europe Functional Probiotic Strains and Powder Market Size and Growth Rate (2020-2025) & (M USD)

Figure 54. Europe Functional Probiotic Strains and Powder Market Size Market Share by Country in 2024

Figure 55. Germany Functional Probiotic Strains and Powder Sales and Growth Rate (2020-2025) & (K MT)

Figure 56. Germany Functional Probiotic Strains and Powder Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. France Functional Probiotic Strains and Powder Sales and Growth Rate (2020-2025) & (K MT)

Figure 58. France Functional Probiotic Strains and Powder Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. U.K. Functional Probiotic Strains and Powder Sales and Growth Rate (2020-2025) & (K MT)

Figure 60. U.K. Functional Probiotic Strains and Powder Market Size and Growth Rate (2020-2025) & (M USD)

Figure 61. Italy Functional Probiotic Strains and Powder Sales and Growth Rate (2020-2025) & (K MT)

Figure 62. Italy Functional Probiotic Strains and Powder Market Size and Growth Rate (2020-2025) & (M USD)

Figure 63. Spain Functional Probiotic Strains and Powder Sales and Growth Rate (2020-2025) & (K MT)

Figure 64. Spain Functional Probiotic Strains and Powder Market Size and Growth Rate (2020-2025) & (M USD)

Figure 65. Asia Pacific Functional Probiotic Strains and Powder Sales and Growth Rate (K MT)

Figure 66. Asia Pacific Functional Probiotic Strains and Powder Sales Market Share by Region in 2024

Figure 67. Asia Pacific Functional Probiotic Strains and Powder Market Size Market

Share by Region in 2024

Figure 68. China Functional Probiotic Strains and Powder Sales and Growth Rate (2020-2025) & (K MT)

Figure 69. China Functional Probiotic Strains and Powder Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan Functional Probiotic Strains and Powder Sales and Growth Rate (2020-2025) & (K MT)

Figure 71. Japan Functional Probiotic Strains and Powder Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea Functional Probiotic Strains and Powder Sales and Growth Rate (2020-2025) & (K MT)

Figure 73. South Korea Functional Probiotic Strains and Powder Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India Functional Probiotic Strains and Powder Sales and Growth Rate (2020-2025) & (K MT)

Figure 75. India Functional Probiotic Strains and Powder Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia Functional Probiotic Strains and Powder Sales and Growth Rate (2020-2025) & (K MT)

Figure 77. Southeast Asia Functional Probiotic Strains and Powder Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America Functional Probiotic Strains and Powder Sales and Growth Rate (K MT)

Figure 79. South America Functional Probiotic Strains and Powder Sales Market Share by Country in 2024

Figure 80. South America Functional Probiotic Strains and Powder Market Size and Growth Rate (M USD)

Figure 81. South America Functional Probiotic Strains and Powder Market Size Market Share by Country in 2024

Figure 82. Brazil Functional Probiotic Strains and Powder Sales and Growth Rate (2020-2025) & (K MT)

Figure 83. Brazil Functional Probiotic Strains and Powder Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina Functional Probiotic Strains and Powder Sales and Growth Rate (2020-2025) & (K MT)

Figure 85. Argentina Functional Probiotic Strains and Powder Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia Functional Probiotic Strains and Powder Sales and Growth Rate (2020-2025) & (K MT)

Figure 87. Columbia Functional Probiotic Strains and Powder Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa Functional Probiotic Strains and Powder Sales and Growth Rate (K MT)

Figure 89. Middle East and Africa Functional Probiotic Strains and Powder Sales Market Share by Region in 2024

Figure 90. Middle East and Africa Functional Probiotic Strains and Powder Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa Functional Probiotic Strains and Powder Market Size Market Share by Region in 2024

Figure 92. Saudi Arabia Functional Probiotic Strains and Powder Sales and Growth Rate (2020-2025) & (K MT)

Figure 93. Saudi Arabia Functional Probiotic Strains and Powder Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE Functional Probiotic Strains and Powder Sales and Growth Rate (2020-2025) & (K MT)

Figure 95. UAE Functional Probiotic Strains and Powder Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt Functional Probiotic Strains and Powder Sales and Growth Rate (2020-2025) & (K MT)

Figure 97. Egypt Functional Probiotic Strains and Powder Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria Functional Probiotic Strains and Powder Sales and Growth Rate (2020-2025) & (K MT)

Figure 99. Nigeria Functional Probiotic Strains and Powder Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Functional Probiotic Strains and Powder Sales and Growth Rate (2020-2025) & (K MT)

Figure 101. South Africa Functional Probiotic Strains and Powder Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global Functional Probiotic Strains and Powder Production Market Share by Region (2020-2025)

Figure 103. North America Functional Probiotic Strains and Powder Production (K MT) Growth Rate (2020-2025)

Figure 104. Europe Functional Probiotic Strains and Powder Production (K MT) Growth Rate (2020-2025)

Figure 105. Japan Functional Probiotic Strains and Powder Production (K MT) Growth Rate (2020-2025)

Figure 106. China Functional Probiotic Strains and Powder Production (K MT) Growth

Rate (2020-2025)

Figure 107. Global Functional Probiotic Strains and Powder Sales Forecast by Volume (2020-2033) & (K MT)

Figure 108. Global Functional Probiotic Strains and Powder Market Size Forecast by Value (2020-2033) & (M USD)

Figure 109. Global Functional Probiotic Strains and Powder Sales Market Share Forecast by Type (2026-2033)

Figure 110. Global Functional Probiotic Strains and Powder Market Share Forecast by Type (2026-2033)

Figure 111. Global Functional Probiotic Strains and Powder Sales Forecast by Application (2026-2033)

Figure 112. Global Functional Probiotic Strains and Powder Market Share Forecast by Application (2026-2033)

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