

Probiotic Supplements: Theories on Future Growth

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Abstracts

After years of strong growth, the global market for probiotic supplements has slowed markedly since the end of 2016. There are several potential routes for the market to take over the forecast period, from a steep decline to moderate tapering to eventual rebound. This briefing will delve into the probability of these various outcomes and present the most likely scenario for the category's future development.

Euromonitor International's Probiotic Supplements: Theories on Future Growth global briefing examines the size, growth trends and potential opportunities in the Consumer Health market. The strategic analyses include assessing the impacts of changing regulations, research breakthroughs and public health concerns on both the market and leading companies. Consumer attitudes towards the products and their personal healthcare needs are also explored.

Product coverage: Allergy Care, Herbal/Traditional Products, OTC, Paediatric Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management and Wellbeing.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Consumer Health market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading

brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Introduction
State of Play in Probiotic Supplements
Scenarios for Future Growth
What is Most Likely

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