

Global Probiotic Drinks Market Segments: By Product Type (Dairy-based and Plant-Based); By Distribution Channel (Online and Offline); and Region – Global Analysis of Market Size, Share & Trends for 2019 – 2020 and Forecasts to 2030

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Abstracts

Product Overview

Probiotics are live beneficial bacteria and yeasts that are present naturally in your body. Probiotic beverages help to maintain a balanced balance of stomach bacteria, which has a range of health benefits, including better digestion, weight loss, and immune function. The drinks boost bowel movement and nutrient absorption when consumed on a daily basis. These beverages enhance mental wellbeing since many studies have shown that gut health is related to mood and mental health. As a result, the product assists in the reduction of depression, anxiety, OCD, and autism. The products may also help to reinforce the immune system by encouraging the development of natural antibodies in the human body.

Market Highlights

Global Probiotic Drinks Market is expected to project a notable CAGR of 6.9% in 2030. Global Probiotic Drinks Market to surpass USD XXX million by 2030 from USD XXX million in 2020 at a CAGR of 6.9% in the coming years, i.e., 2021-30. This growth is anticipated due increasing mergers and acquisitions across various sectors which will create a worldwide demand for Probiotic Drinks. The growth of online stores is also propelling the selling of high-end products. E-commerce allows the simple purchasing of goods manufactured in remote locations. This, in turn, has made a major contribution to the development of the global Probiotic Drinks industry.

Global Probiotic Drinks Market: Segments

Dairy-based segment to grow with the highest CAGR during 2020-30

Global Probiotic Drinks Market is segmented by product type into Dairy-based and plant-based. Dairy-based segment held the largest market share in the year 2020. Since probiotics are very compatible with dairy products, probiotic drinks have historically been associated with fermented dairy drinks or yogurt-based drinks. Traditional or regional dairy-based beverages are becoming increasingly popular around the world. Over the forecast period, the plant-based product segment is projected to rise at the fastest pace. Plant-based beverages, such as probiotic fruit and vegetable juices, have seen a large rise in demand in recent years. The segment has been motivated by the rising number of lactose-intolerant people and raising concerns about animal cruelty in the food and beverage industry.

Online segment to grow with the highest CAGR during 2020-30

Global Probiotic Drinks Market is segmented by distribution channel into online and offline. Over the forecast period, the online distribution channel is projected to expand at the fastest pace. Sales via this channel have been powered by the increasing popularity of e-commerce platforms among manufacturers and high internet penetration.

Global Probiotic Drinks Market Dynamics

Drivers

Increasing awareness about benefits and cost-effective alternative

Surging demand of probiotic drinks from numerous end-user industries is the key factor contributing in the market growth. Customers favor products with proven benefits, as demonstrated by the rising demand for probiotics. Customer expectations for probiotics for health healing functions have risen as proof of health benefits associated with probiotics for health restoration has developed. Probiotics have been used as pharmaceutical agents as a result of this need for a safe, natural, and cost-effective alternative to drugs. Probiotics as therapeutic agents tend to have strain- and dose-dependent beneficial effects. Probiotics have been shown in clinical trials to be successful in treating certain disorders and diseases in humans, especially those affecting the gastrointestinal tract.

Health benefits and sale functioning

Probiotic strains help with digestion and help to avoid bacterial contamination, yeast infection, and urinary tract infection. Probiotics are bacteria that are present in functional foods and beverages and help to enhance gut health. Consumers' increased interest in consuming probiotics as a way to improve their gut health is boosting sales of functional beverages and is expected to boost the probiotic drinks industry, which is expected to have a major effect on the market during the forecast period.

Restraint

High cost and investments in research and development

High cost of recruiting trained professionals, as well as substantial investments in R&D activities and laboratories, testing facilities, and the high cost of hiring trained professionals, create obstacles to the growth of the probiotic industry. The market's popularity is focused on empirical validation of probiotics' use in different applications. Since probiotics applications are related to health benefits, it's difficult for manufacturers to get a good return on their initial investments. International food regulations are observed in the growth and manufacture of probiotic strains and products. The final product's cost is high due to the high cost of production. Since these products require different packaging and distribution channels than typical products, marketing and distribution add to the retail price. Despite the fact that consumers are aware of the health benefits of probiotics, the high cost of the product prohibits them from purchasing it, creating a problem for manufacturers.

Global Probiotic Drinks Market: Key Players

Amul

Company Overview, Business Strategy, Key Product Offerings, Financial Performance, Key Performance Indicators, Risk Analysis, Recent Development, Regional Presence, SWOT Analysis

PepsiCo

NextFoods

Harmless Harvest

Bio-K Plus International Inc.

Fonterra Co-operative Group

Lifeway Foods, Inc.

Nestle SA

Chobani, LLC

Other Prominent Players

Global Probiotic Drinks Market: Regions

Global Probiotic Drinks Market is segmented based on regional analysis into five major regions. These include North America, Latin America, Europe, Asia Pacific, and the Middle East and Africa. Global Probiotic Drinks in APAC held the largest market share of XX.X% in the year 2020 in terms of revenue. The majority of probiotics are present in yogurts and fermented foods, which include anything from soy to vegetables and even eggs. Drinking yogurt and other probiotic drinks are becoming increasingly popular in

the area. Local players, such as the Mengniu Party, are posing a serious threat to global players. Animal feed containing probiotics is gaining popularity in the area, thanks to the livestock industry's increasing understanding of their ability to boost immunity and improve health. The addition of probiotics to animal diets increases digestibility and promotes pH balance, resulting in an increase in consumption among ruminants.

Global Probiotic Drinks Market is further segmented by region into:

North America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – United States and Canada

Latin America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – Mexico, Argentina, Brazil, and Rest of Latin America

Europe Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – United Kingdom, France, Germany, Italy, Spain, Belgium, Hungary, Luxembourg, Netherlands, Poland, NORDIC, Russia, Turkey and Rest of Europe

Asia Pacific Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – India, China, South Korea, Japan, Malaysia, Indonesia, New Zealand, Australia and Rest of APAC

Middle East and Africa Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – North Africa, Israel, GCC, South Africa, and Rest of MENA

Global Probiotic Drinks Market report also contains analysis on:

Probiotic Drinks market segments:

By Product Type

Dairy-based

Plant-based

By Distribution Channel

Online

Offline

Probiotic Drinks Market Dynamics

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6. FONTERRA CO-OPERATIVE GROUP

7. LIFEWAY FOODS, INC.

8. NESTLE SA

9. CHOBANI, LLC

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Consultant Recommendation

**The above-given segmentations and companies could be subjected to further modification based on in-depth feasibility studies conducted for the final deliverable.

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