

U.S. Infant and Kids Probiotics Market - By Product Type(Liquid, Powder, Chewable and Others); By Ingredients Type(Bacteria and Yeast); By Distribution Channel (Retail Pharmacies/Drug Stores, Departmental Stores, Supermarket/Hypermarket and E-Commerce); By Age Group(Baby/Infant and Kid); and Regional Analysis of Market Size, Shares & Trends for 2016-2019 and Forecasts to 2030

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Abstracts

Product Overview

Probiotics refer to foods/supplements that include live microorganisms planned to enhance the 'good' bacteria in the body. The live bacteria are considered useful for kids' health since they assist in inhabiting the gut of the infant. In recent years, an increase in the adoption of probiotics as dietary supplements for infants has been witnessed. They are usually promoted as an aid to gut health. Specifically, for babies and kids, probiotics are conceived helpful for conditions such as diarrhea, infant colic, and allergy. The most common groups of probiotics are Lactobacillus, Bifidobacterium, Streptococcus, and Saccharomyces boulardii. These groups have strain-specific effects, which implies that all these different groups can have different effects on the body. The consumers in North America have gradually become more interested in taking charge of their health through direct action, and unfiltered access to healthcare information has fueled the current surge of interest in probiotics.

Market Highlights

U.S. infant and kid's probiotics market is expected to exceed USD 215,870 million by 2030 from USD 119,860 million in 2019 at a CAGR of 7.9% throughout the forecast

period i.e. 2020-2030. The market is anticipated to grow on the back of improving health advantages associated with probiotics food. Enhancement in health distresses among parents together with efficiency of probiotics in tackling these apprehensions, lifestyles changes, rise in disposable income, and widening of the probiotic's collection initiates the need for infant and kids' probiotics in the U.S. Furthermore, increase in the cost of healthcare segment and the advent of internet age have resulted in a rise in inclination towards preventive healthcare in the U.S., which in turn fuel the development of the market. Additionally, the rise in the emergence of probiotics that provide to the needs of health-conscious parents boosts the market growth.

U.S. Infant and Kids Probiotics Market Opportunity Analysis

U.S. Infant and Kids Probiotics Market

Source: Fatpos Global

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U.S. Infant and Kids Probiotics Market: Segments

The Liquid segment to grow with the fastest CAGR of xx% during 2020-2030

U.S. infant and kid's probiotics market are segmented by Product Type into Liquid, Powder, Chewable, and Others. Among these, the liquid segment is estimated to hold the largest market share of xx% in 2019. The need for liquid probiotics has raised in comparison with dry probiotics, owing to its application in yogurt, which is the most general source of probiotics. Other products that utilize liquid probiotics comprise kefir water, probiotic juices, and yogurt-based drinks, which are healthy options for daily supplementation.

By Product Type (in %), U.S. Infant and Kids Probiotics Market, 2019

The Yeast segment to boost at fastest CAGR of xx% during 2020-2030

U.S. infant and kids probiotics market is segmented by Ingredients Type into Bacteria and Yeast. Among these, the yeast segment is witnessed to hold the largest market share of xx% in the year 2019. The rising need for products integrating *Saccharomyces boulardii*, an exclusive tropical yeast with various advantages, impacts on human intestinal health directly. Growing concern about the health advantages of probiotics has fueled the utilization of probiotic yogurts in the region. Moreover, a collection of probiotic-containing products is present in supermarkets, scaling from fortified drinks to candies

comprising of forces from the Lactobacillus and Bifidobacterium genera.

U.S. Infant and Kids Probiotics Market

Source: Fatpos Global

By Ingredients Type (in %), U.S. Infant and Kids Probiotics Market, 2019

The Retail Pharmacies segment to boost at fastest CAGR of xx% during 2020-2030

U.S. infant and kids probiotics market is segmented by Distribution Channel into Retail Pharmacies/Drug Stores, Departmental Stores, Supermarkets/Hypermarkets, and E-Commerce. Among these, the retail pharmacies/drug stores segment is witnessed to hold the largest market share of xx% in the year 2019. The retail pharmacy structure in the U.S. is extremely ordered in comparison with other regions. The U.S. retail pharmacies such as CVS Health, Rite Aid, and Walgreens provide online as well as offline services to their customers. Hence, this aspect offers an added advantage for the key players in the U.S. infant and kids' probiotic market to stimulate and supply their product to their ultimate customers.

U.S. Infant and Kids Probiotics Market

Source: Fatpos Global

U.S. Infant and Kids Probiotics Market: Market Dynamics

Driver

Improving Health Advantages Associated with Probiotics Food

Health concern among consumers is on an increment and most consumers are consistently looking for healthy food products for consumption. Probiotics have come out to possess strong advantages concerned with health, more particularly to the human digestive system. Probiotics are found in complement form or as constituents of foods & beverages. Their combination with cost-efficient health foods, such as yogurt, fruit juices, and cultured dairy drinks has also helped to gain a substantial market size. The most commonly used bacteria comprise of Bifidobacteria and Lactobacilli, which are found in numerous dairy products, including yogurt. In the dairy category, yogurt is the most popular choice for the consumption of probiotics. Producers are coming up with a variety of options in the yogurt category; for instance, in 2013, Chobani, LLC (US)

introduced a line of Greek yogurt in the US market, which has now become one of the leading brands across the U.S.

Opportunity

Substitution of Pharmaceutical Stores

The rising demand for probiotics has shown that customers are choosing products with proven gains. The raised confirmation of health advantages related to probiotics for health rebuilding has paved the customer outlooks associated with probiotics for health remedial purposes. This leaning toward a safe, natural, and cost-efficient alternative for drugs has led to the application of probiotics as pharmaceutical stores. Advantages impacts of probiotics as pharmaceutical agents appear to be strain and dose-dependent. Clinical tests have exhibited that probiotics may treat definite ailments or diseases in humans, particularly those associated with the gastrointestinal tract.

Restraint

Huge R&D Costs for Building New Probiotic Strains

Significant spending in R&D activities and investments in laboratories, research gear, and the heavy cost of employing skilled specialists create obstacles for the growth of the probiotic market. The scientific authentication concerning the utilization of probiotics in their applications becomes an achievement in this market. Probiotics applications are associated with health gains, which make it challenging for producers to get a sufficient return on investments on high initial investments.

Probiotic strains and products are built and manufactured as per the international food standards. Owing to the high cost of production, the cost of the final product is also huge. Marketing and distribution of these products also sum up to the product cost, as they need different packaging and distribution channels in comparison with common products. Although consumers are conscious of the health benefits of probiotics, their high costs are hindering them from buying the product, which is a challenge for producers.

U.S. Infant and Kids Probiotics Market: Key Players

Gerber Products Company

Company Overview

Business Strategy

Key Product Offerings
Financial Performance
Key Performance Indicators
Risk Analysis
Recent Development
Regional Presence
SWOT Analysis
Mama's Select
Bio Gaia
Mommy's Bliss
Metagenics Inc.
NOW Foods
i-Health Inc.
FIT-Bioceuticals Ltd.
Church & Dwight Co. Inc.
Love Bug Nutrition Inc.

The market report on US infant and kids probiotics also contain the following in-depth analysis:

Infant and Kids Probiotics Market Segments:

By Product Type

Liquid

Powder

Chewable

Others

By Ingredient Type

Bacteria

Yeast

By Distribution Channel

Retail Pharmacies/Drug Stores

Departmental Stores

Supermarket/Hypermarket

E-Commerce

By Age Group

Baby/Infant

Kid

Infant and Kids Probiotics Market Dynamics

Infant and Kids Probiotics Market Size

Supply & Demand

Current Trends/Issues/Challenges
Competition & Companies Involved in the Market
Value Chain of the Market
Market Drivers and Restraints

Contents

1. EXECUTIVE SUMMARY

2. US INFANT AND KIDS PROBIOTICS

- 2.1. Product Overview
- 2.2. Market Definition
- 2.3. Segmentation
- 2.4. Assumptions and Acronyms

3. RESEARCH METHODOLOGY

- 3.1. Research Objectives
- 3.2. Primary Research
- 3.3. Secondary Research
- 3.4. Forecast Model
- 3.5. Market Size Estimation

4. AVERAGE PRICING ANALYSIS

5. MARKET DYNAMICS

- 5.1. Growth Drivers
- 5.2. Restraints
- 5.3. Opportunity
- 5.4. Trends

6. RECENT DEVELOPMENT, POLICIES & REGULATORY LANDSCAPE

7. RISK ANALYSIS

- 7.1. Demand Risk Analysis
- 7.2. Supply Risk Analysis

8. US INFANT AND KIDS PROBIOTICS INDUSTRY ANALYSIS

- 8.1. Porters Five Forces
 - 8.1.1. Threat of New Entrants

- 8.1.2. Bargaining Power of Suppliers
- 8.1.3. Threat of Substitutes
- 8.1.4. Rivalry
- 8.2. PEST Analysis
 - 8.2.1. Political
 - 8.2.2. Economic
 - 8.2.3. Social
 - 8.2.4. Technological

9. US INFANT AND KIDS PROBIOTICS MARKET

- 9.1. Market Size & forecast, 2019A-2030F
 - 9.1.1. By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F

10. US INFANT AND KIDS PROBIOTICS: MARKET SEGMENTATION

- 10.1. By Regions
 - 10.1.1. U.S., By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F
- 10.2. By Product Type: Market Share (2020-2030F)
 - 10.2.1. Liquid, By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F
 - 10.2.2. Powder, By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F
 - 10.2.3. Chewable, By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F
 - 10.2.4. Others, By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F
- 10.3. By Ingredients Type: Market Share (2020-2030F)
 - 10.3.1. Bacteria, By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F
 - 10.3.2. Yeast, By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F
- 10.4. By Distribution Channel: Market Share (2020-2030F)
 - 10.4.1. Retail Pharmacies/Drug Stores, By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F
 - 10.4.2. Departmental Stores, By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F
 - 10.4.3. Supermarket/Hypermarket, By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F
 - 10.4.4. E-Commerce, By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F
- 10.5. By Age Group: Market Share (2020-2030F)
 - 10.5.1. Baby/Infant, By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F
 - 10.5.2. Kids, By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F

11. COMPANY PROFILE

11.1. Gerber Products Company

11.1.1. Company Overview

11.1.2. Company Total Revenue (Financials)

11.1.3. Market Potential

11.1.4. Global Presence

11.1.5. Key Performance Indicators

11.1.6. SWOT Analysis

11.1.7. Product Launch

11.2. Mama's Select

11.3. BioGaia

11.4. Mommy's Bliss

11.5. Metagenics Inc.

11.6. NOW Foods

11.7. I-Health Inc.

11.8. FIT-Bioceuticals Ltd.

11.9. Church & Dwight Co. Inc.

11.10. Luv Bug Nutrition Inc.

Consultant Recommendation

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

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