

Global Probiotic Juice Beverage Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Probiotic Juice Beverage market size is expected to reach \$ 2024 million by 2032, rising at a market growth of 7.0% CAGR during the forecast period (2026-2032). In 2025, global Probiotic Juice Beverage production reached approximately 394 M units, with an average global market price of around US\$ 3.12 per unit.

Probiotic Juice Beverage is a type of functional beverage made from fresh fruit or fruit and vegetable juice as a base, with the addition of one or more live probiotics (such as lactic acid bacteria, bifidobacteria, yeast, etc.), through a specific fermentation process or direct inoculation with probiotic preparations. Its core characteristic is that while retaining the natural flavor, vitamins, minerals, and other nutrients of the fruit juice, it optimizes the taste through the metabolic action of probiotics and endows the beverage with health functions such as regulating intestinal flora balance and promoting digestion. It must also meet relevant standards for the number of live probiotics (usually requiring a live bacteria count $\geq 10^7$ CFU/mL at the time of manufacture and maintaining a certain level of activity throughout the shelf life).

Consumer demand for probiotic drinks is shifting from 'general gut regulation' to 'precise functional adaptation,' driving product segmentation. On one hand, companies are customizing formulas for different groups. For example, probiotic juices for children use mild strains paired with hypoallergenic fruit juices to enhance digestion and boost immunity; products for women add collagen peptides and anthocyanins for dual benefits of 'gut regulation + beauty and antioxidants'; and products for the elderly focus on low-sugar, high-fiber formulas to meet their needs for blood sugar control and bowel regularity. On the other hand, functional research on strains continues to deepen. Companies are no longer limited to conventional lactic acid bacteria and bifidobacteria, but are screening and promoting patented strains with specific effects, such as anti-*Helicobacter pylori* strains and lipid-regulating strains. By clearly labeling the efficacy of strains and clinical validation data, they enhance the market competitiveness of their

products.

Clean labeling has become a core selling point for probiotic juice drinks, with consumers showing significantly increased attention to the naturalness and safety of raw materials.

First, the base fruit juice is trending towards 'freshly squeezed, zero additives.'

Companies prioritize using NFC (not from concentrate) fruit juice as raw material, reducing the use of flavorings, colorings, and preservatives. Some high-end products even label themselves as '100% fresh fruit fermented,' highlighting the natural purity of the raw materials. Second, sweeteners are being upgraded, with traditional sucrose gradually being replaced by natural sugar substitutes such as erythritol, steviol glycosides, and mogrosides, creating 'low-sugar/zero-sugar' products that align with the trend of sugar-controlled consumption. Third, the synergistic combination of prebiotics and probiotics has become standard. Companies add prebiotic ingredients such as fructooligosaccharides, inulin, and galactooligosaccharides, which not only provide a nutritional source for probiotics and enhance their colonization ability in the gut, but also further strengthen the health functions of the product, forming a golden combination of 'probiotics + prebiotics.'

This report studies the global Probiotic Juice Beverage production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Probiotic Juice Beverage and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Probiotic Juice Beverage that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Probiotic Juice Beverage total production and demand, 2021-2032, (K Units)

Global Probiotic Juice Beverage total production value, 2021-2032, (USD Million)

Global Probiotic Juice Beverage production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Probiotic Juice Beverage consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Probiotic Juice Beverage domestic production, consumption, key domestic manufacturers and share

Global Probiotic Juice Beverage production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Probiotic Juice Beverage production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Probiotic Juice Beverage production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Probiotic Juice Beverage market based on

the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Yakult Honsha, Danone, PepsiCo, Suja Life, GoodBelly, Humm Kombucha, GT's Living Foods, Remedy Drinks, Health-Ade, wildwonder, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Probiotic Juice Beverage market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Probiotic Juice Beverage Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Probiotic Juice Beverage Market, Segmentation by Type:

Therapy Probiotic Juice Beverage

Prevention of Disease Probiotic Juice Beverage

Regular Probiotic Juice Beverage

Global Probiotic Juice Beverage Market, Segmentation by Technology:

Add Directly

Fermented

Global Probiotic Juice Beverage Market, Segmentation by Raw Material:

Single Fruit Juice

Mixed Fruit Juice

Global Probiotic Juice Beverage Market, Segmentation by Application:

Online Sales

Offline Sales

Companies Profiled:

Yakult Honsha

Danone

PepsiCo

Suja Life

GoodBelly

Humm Kombucha

GT's Living Foods

Remedy Drinks

Health-Ade

wildwonder

Brew Dr. Kombucha

Culture Pop

The Superfood Company

Doctor D's

Fermenteria

Key Questions Answered:

1. How big is the global Probiotic Juice Beverage market?
2. What is the demand of the global Probiotic Juice Beverage market?
3. What is the year over year growth of the global Probiotic Juice Beverage market?
4. What is the production and production value of the global Probiotic Juice Beverage market?
5. Who are the key producers in the global Probiotic Juice Beverage market?
6. What are the growth factors driving the market demand?

Contents

1 SUPPLY SUMMARY

- 1.1 Probiotic Juice Beverage Introduction
- 1.2 World Probiotic Juice Beverage Supply & Forecast
 - 1.2.1 World Probiotic Juice Beverage Production Value (2021 & 2025 & 2032)
 - 1.2.2 World Probiotic Juice Beverage Production (2021-2032)
 - 1.2.3 World Probiotic Juice Beverage Pricing Trends (2021-2032)
- 1.3 World Probiotic Juice Beverage Production by Region (Based on Production Site)
 - 1.3.1 World Probiotic Juice Beverage Production Value by Region (2021-2032)
 - 1.3.2 World Probiotic Juice Beverage Production by Region (2021-2032)
 - 1.3.3 World Probiotic Juice Beverage Average Price by Region (2021-2032)
 - 1.3.4 North America Probiotic Juice Beverage Production (2021-2032)
 - 1.3.5 Europe Probiotic Juice Beverage Production (2021-2032)
 - 1.3.6 China Probiotic Juice Beverage Production (2021-2032)
 - 1.3.7 Japan Probiotic Juice Beverage Production (2021-2032)
 - 1.3.8 India Probiotic Juice Beverage Production (2021-2032)
 - 1.3.9 China Probiotic Juice Beverage Production (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 Probiotic Juice Beverage Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 Probiotic Juice Beverage Major Market Trends

2 DEMAND SUMMARY

- 2.1 World Probiotic Juice Beverage Demand (2021-2032)
- 2.2 World Probiotic Juice Beverage Consumption by Region
 - 2.2.1 World Probiotic Juice Beverage Consumption by Region (2021-2026)
 - 2.2.2 World Probiotic Juice Beverage Consumption Forecast by Region (2027-2032)
- 2.3 United States Probiotic Juice Beverage Consumption (2021-2032)
- 2.4 China Probiotic Juice Beverage Consumption (2021-2032)
- 2.5 Europe Probiotic Juice Beverage Consumption (2021-2032)
- 2.6 Japan Probiotic Juice Beverage Consumption (2021-2032)
- 2.7 South Korea Probiotic Juice Beverage Consumption (2021-2032)
- 2.8 ASEAN Probiotic Juice Beverage Consumption (2021-2032)
- 2.9 India Probiotic Juice Beverage Consumption (2021-2032)

3 WORLD MANUFACTURERS COMPETITIVE ANALYSIS

- 3.1 World Probiotic Juice Beverage Production Value by Manufacturer (2021-2026)
- 3.2 World Probiotic Juice Beverage Production by Manufacturer (2021-2026)
- 3.3 World Probiotic Juice Beverage Average Price by Manufacturer (2021-2026)
- 3.4 Probiotic Juice Beverage Company Evaluation Quadrant
- 3.5 Industry Rank and Concentration Rate (CR)
 - 3.5.1 Global Probiotic Juice Beverage Industry Rank of Major Manufacturers
 - 3.5.2 Global Concentration Ratios (CR4) for Probiotic Juice Beverage in 2025
 - 3.5.3 Global Concentration Ratios (CR8) for Probiotic Juice Beverage in 2025
- 3.6 Probiotic Juice Beverage Market: Overall Company Footprint Analysis
 - 3.6.1 Probiotic Juice Beverage Market: Region Footprint
 - 3.6.2 Probiotic Juice Beverage Market: Company Product Type Footprint
 - 3.6.3 Probiotic Juice Beverage Market: Company Product Application Footprint
- 3.7 Competitive Environment
 - 3.7.1 Historical Structure of the Industry
 - 3.7.2 Barriers of Market Entry
 - 3.7.3 Factors of Competition
- 3.8 New Entrant and Capacity Expansion Plans
- 3.9 Mergers, Acquisition, Agreements, and Collaborations

4 UNITED STATES VS CHINA VS REST OF THE WORLD

- 4.1 United States VS China: Probiotic Juice Beverage Production Value Comparison
 - 4.1.1 United States VS China: Probiotic Juice Beverage Production Value Comparison (2021 & 2025 & 2032)
 - 4.1.2 United States VS China: Probiotic Juice Beverage Production Value Market Share Comparison (2021 & 2025 & 2032)
- 4.2 United States VS China: Probiotic Juice Beverage Production Comparison
 - 4.2.1 United States VS China: Probiotic Juice Beverage Production Comparison (2021 & 2025 & 2032)
 - 4.2.2 United States VS China: Probiotic Juice Beverage Production Market Share Comparison (2021 & 2025 & 2032)
- 4.3 United States VS China: Probiotic Juice Beverage Consumption Comparison
 - 4.3.1 United States VS China: Probiotic Juice Beverage Consumption Comparison (2021 & 2025 & 2032)
 - 4.3.2 United States VS China: Probiotic Juice Beverage Consumption Market Share Comparison (2021 & 2025 & 2032)
- 4.4 United States Based Probiotic Juice Beverage Manufacturers and Market Share, 2021-2026

4.4.1 United States Based Probiotic Juice Beverage Manufacturers, Headquarters and Production Site (States, Country)

4.4.2 United States Based Manufacturers Probiotic Juice Beverage Production Value (2021-2026)

4.4.3 United States Based Manufacturers Probiotic Juice Beverage Production (2021-2026)

4.5 China Based Probiotic Juice Beverage Manufacturers and Market Share

4.5.1 China Based Probiotic Juice Beverage Manufacturers, Headquarters and Production Site (Province, Country)

4.5.2 China Based Manufacturers Probiotic Juice Beverage Production Value (2021-2026)

4.5.3 China Based Manufacturers Probiotic Juice Beverage Production (2021-2026)

4.6 Rest of World Based Probiotic Juice Beverage Manufacturers and Market Share, 2021-2026

4.6.1 Rest of World Based Probiotic Juice Beverage Manufacturers, Headquarters and Production Site (State, Country)

4.6.2 Rest of World Based Manufacturers Probiotic Juice Beverage Production Value (2021-2026)

4.6.3 Rest of World Based Manufacturers Probiotic Juice Beverage Production (2021-2026)

5 MARKET ANALYSIS BY TYPE

5.1 World Probiotic Juice Beverage Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 Therapy Probiotic Juice Beverage

5.2.2 Prevention of Disease Probiotic Juice Beverage

5.2.3 Regular Probiotic Juice Beverage

5.3 Market Segment by Type

5.3.1 World Probiotic Juice Beverage Production by Type (2021-2032)

5.3.2 World Probiotic Juice Beverage Production Value by Type (2021-2032)

5.3.3 World Probiotic Juice Beverage Average Price by Type (2021-2032)

6 MARKET ANALYSIS BY TECHNOLOGY

6.1 World Probiotic Juice Beverage Market Size Overview by Technology: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Technology

6.2.1 Add Directly

6.2.2 Fermented

6.3 Market Segment by Technology

6.3.1 World Probiotic Juice Beverage Production by Technology (2021-2032)

6.3.2 World Probiotic Juice Beverage Production Value by Technology (2021-2032)

6.3.3 World Probiotic Juice Beverage Average Price by Technology (2021-2032)

7 MARKET ANALYSIS BY RAW MATERIAL

7.1 World Probiotic Juice Beverage Market Size Overview by Raw Material: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Raw Material

7.2.1 Single Fruit Juice

7.2.2 Mixed Fruit Juice

7.3 Market Segment by Raw Material

7.3.1 World Probiotic Juice Beverage Production by Raw Material (2021-2032)

7.3.2 World Probiotic Juice Beverage Production Value by Raw Material (2021-2032)

7.3.3 World Probiotic Juice Beverage Average Price by Raw Material (2021-2032)

8 MARKET ANALYSIS BY APPLICATION

8.1 World Probiotic Juice Beverage Market Size Overview by Application: 2021 VS 2025 VS 2032

8.2 Segment Introduction by Application

8.2.1 Online Sales

8.2.2 Offline Sales

8.3 Market Segment by Application

8.3.1 World Probiotic Juice Beverage Production by Application (2021-2032)

8.3.2 World Probiotic Juice Beverage Production Value by Application (2021-2032)

8.3.3 World Probiotic Juice Beverage Average Price by Application (2021-2032)

9 COMPANY PROFILES

9.1 Yakult Honsha

9.1.1 Yakult Honsha Details

9.1.2 Yakult Honsha Major Business

9.1.3 Yakult Honsha Probiotic Juice Beverage Product and Services

9.1.4 Yakult Honsha Probiotic Juice Beverage Production, Price, Value, Gross Margin and Market Share (2021-2026)

- 9.1.5 Yakult Honsha Recent Developments/Updates
- 9.1.6 Yakult Honsha Competitive Strengths & Weaknesses
- 9.2 Danone
 - 9.2.1 Danone Details
 - 9.2.2 Danone Major Business
 - 9.2.3 Danone Probiotic Juice Beverage Product and Services
 - 9.2.4 Danone Probiotic Juice Beverage Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.2.5 Danone Recent Developments/Updates
 - 9.2.6 Danone Competitive Strengths & Weaknesses
- 9.3 PepsiCo
 - 9.3.1 PepsiCo Details
 - 9.3.2 PepsiCo Major Business
 - 9.3.3 PepsiCo Probiotic Juice Beverage Product and Services
 - 9.3.4 PepsiCo Probiotic Juice Beverage Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.3.5 PepsiCo Recent Developments/Updates
 - 9.3.6 PepsiCo Competitive Strengths & Weaknesses
- 9.4 Suja Life
 - 9.4.1 Suja Life Details
 - 9.4.2 Suja Life Major Business
 - 9.4.3 Suja Life Probiotic Juice Beverage Product and Services
 - 9.4.4 Suja Life Probiotic Juice Beverage Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.4.5 Suja Life Recent Developments/Updates
 - 9.4.6 Suja Life Competitive Strengths & Weaknesses
- 9.5 GoodBelly
 - 9.5.1 GoodBelly Details
 - 9.5.2 GoodBelly Major Business
 - 9.5.3 GoodBelly Probiotic Juice Beverage Product and Services
 - 9.5.4 GoodBelly Probiotic Juice Beverage Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.5.5 GoodBelly Recent Developments/Updates
 - 9.5.6 GoodBelly Competitive Strengths & Weaknesses
- 9.6 Humm Kombucha
 - 9.6.1 Humm Kombucha Details
 - 9.6.2 Humm Kombucha Major Business
 - 9.6.3 Humm Kombucha Probiotic Juice Beverage Product and Services
 - 9.6.4 Humm Kombucha Probiotic Juice Beverage Production, Price, Value, Gross

Margin and Market Share (2021-2026)

9.6.5 Humm Kombucha Recent Developments/Updates

9.6.6 Humm Kombucha Competitive Strengths & Weaknesses

9.7 GT?s Living Foods

9.7.1 GT?s Living Foods Details

9.7.2 GT?s Living Foods Major Business

9.7.3 GT?s Living Foods Probiotic Juice Beverage Product and Services

9.7.4 GT?s Living Foods Probiotic Juice Beverage Production, Price, Value, Gross

Margin and Market Share (2021-2026)

9.7.5 GT?s Living Foods Recent Developments/Updates

9.7.6 GT?s Living Foods Competitive Strengths & Weaknesses

9.8 Remedy Drinks

9.8.1 Remedy Drinks Details

9.8.2 Remedy Drinks Major Business

9.8.3 Remedy Drinks Probiotic Juice Beverage Product and Services

9.8.4 Remedy Drinks Probiotic Juice Beverage Production, Price, Value, Gross Margin

and Market Share (2021-2026)

9.8.5 Remedy Drinks Recent Developments/Updates

9.8.6 Remedy Drinks Competitive Strengths & Weaknesses

9.9 Health-Ade

9.9.1 Health-Ade Details

9.9.2 Health-Ade Major Business

9.9.3 Health-Ade Probiotic Juice Beverage Product and Services

9.9.4 Health-Ade Probiotic Juice Beverage Production, Price, Value, Gross Margin and

Market Share (2021-2026)

9.9.5 Health-Ade Recent Developments/Updates

9.9.6 Health-Ade Competitive Strengths & Weaknesses

9.10 wildwonder

9.10.1 wildwonder Details

9.10.2 wildwonder Major Business

9.10.3 wildwonder Probiotic Juice Beverage Product and Services

9.10.4 wildwonder Probiotic Juice Beverage Production, Price, Value, Gross Margin

and Market Share (2021-2026)

9.10.5 wildwonder Recent Developments/Updates

9.10.6 wildwonder Competitive Strengths & Weaknesses

9.11 Brew Dr. Kombucha

9.11.1 Brew Dr. Kombucha Details

9.11.2 Brew Dr. Kombucha Major Business

9.11.3 Brew Dr. Kombucha Probiotic Juice Beverage Product and Services

9.11.4 Brew Dr. Kombucha Probiotic Juice Beverage Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.11.5 Brew Dr. Kombucha Recent Developments/Updates

9.11.6 Brew Dr. Kombucha Competitive Strengths & Weaknesses

9.12 Culture Pop

9.12.1 Culture Pop Details

9.12.2 Culture Pop Major Business

9.12.3 Culture Pop Probiotic Juice Beverage Product and Services

9.12.4 Culture Pop Probiotic Juice Beverage Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.12.5 Culture Pop Recent Developments/Updates

9.12.6 Culture Pop Competitive Strengths & Weaknesses

9.13 The Superfood Company

9.13.1 The Superfood Company Details

9.13.2 The Superfood Company Major Business

9.13.3 The Superfood Company Probiotic Juice Beverage Product and Services

9.13.4 The Superfood Company Probiotic Juice Beverage Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.13.5 The Superfood Company Recent Developments/Updates

9.13.6 The Superfood Company Competitive Strengths & Weaknesses

9.14 Doctor D?s

9.14.1 Doctor D?s Details

9.14.2 Doctor D?s Major Business

9.14.3 Doctor D?s Probiotic Juice Beverage Product and Services

9.14.4 Doctor D?s Probiotic Juice Beverage Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.14.5 Doctor D?s Recent Developments/Updates

9.14.6 Doctor D?s Competitive Strengths & Weaknesses

9.15 Fermenteria

9.15.1 Fermenteria Details

9.15.2 Fermenteria Major Business

9.15.3 Fermenteria Probiotic Juice Beverage Product and Services

9.15.4 Fermenteria Probiotic Juice Beverage Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.15.5 Fermenteria Recent Developments/Updates

9.15.6 Fermenteria Competitive Strengths & Weaknesses

10 INDUSTRY CHAIN ANALYSIS

- 10.1 Probiotic Juice Beverage Industry Chain
- 10.2 Probiotic Juice Beverage Upstream Analysis
 - 10.2.1 Probiotic Juice Beverage Core Raw Materials
 - 10.2.2 Main Manufacturers of Probiotic Juice Beverage Core Raw Materials
- 10.3 Midstream Analysis
- 10.4 Downstream Analysis
- 10.5 Probiotic Juice Beverage Production Mode
- 10.6 Probiotic Juice Beverage Procurement Model
- 10.7 Probiotic Juice Beverage Industry Sales Model and Sales Channels
 - 10.7.1 Probiotic Juice Beverage Sales Model
 - 10.7.2 Probiotic Juice Beverage Typical Distributors

11 RESEARCH FINDINGS AND CONCLUSION

12 APPENDIX

- 12.1 Methodology
- 12.2 Research Process and Data Source
- 12.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. World Probiotic Juice Beverage Production Value by Region (2021, 2025 and 2032) & (USD Million)

Table 2. World Probiotic Juice Beverage Production Value by Region (2021-2026) & (USD Million)

Table 3. World Probiotic Juice Beverage Production Value by Region (2027-2032) & (USD Million)

Table 4. World Probiotic Juice Beverage Production Value Market Share by Region (2021-2026)

Table 5. World Probiotic Juice Beverage Production Value Market Share by Region (2027-2032)

Table 6. World Probiotic Juice Beverage Production by Region (2021-2026) & (K Units)

Table 7. World Probiotic Juice Beverage Production by Region (2027-2032) & (K Units)

Table 8. World Probiotic Juice Beverage Production Market Share by Region (2021-2026)

Table 9. World Probiotic Juice Beverage Production Market Share by Region (2027-2032)

Table 10. World Probiotic Juice Beverage Average Price by Region (2021-2026) & (US\$/Unit)

Table 11. World Probiotic Juice Beverage Average Price by Region (2027-2032) & (US\$/Unit)

Table 12. Probiotic Juice Beverage Major Market Trends

Table 13. World Probiotic Juice Beverage Consumption Growth Rate Forecast by Region (2021 & 2025 & 2032) & (K Units)

Table 14. World Probiotic Juice Beverage Consumption by Region (2021-2026) & (K Units)

Table 15. World Probiotic Juice Beverage Consumption Forecast by Region (2027-2032) & (K Units)

Table 16. World Probiotic Juice Beverage Production Value by Manufacturer (2021-2026) & (USD Million)

Table 17. Production Value Market Share of Key Probiotic Juice Beverage Producers in 2025

Table 18. World Probiotic Juice Beverage Production by Manufacturer (2021-2026) & (K Units)

Table 19. Production Market Share of Key Probiotic Juice Beverage Producers in 2025

Table 20. World Probiotic Juice Beverage Average Price by Manufacturer (2021-2026)

& (US\$/Unit)

Table 21. Global Probiotic Juice Beverage Company Evaluation Quadrant

Table 22. World Probiotic Juice Beverage Industry Rank of Major Manufacturers, Based on Production Value in 2025

Table 23. Head Office and Probiotic Juice Beverage Production Site of Key Manufacturer

Table 24. Probiotic Juice Beverage Market: Company Product Type Footprint

Table 25. Probiotic Juice Beverage Market: Company Product Application Footprint

Table 26. Probiotic Juice Beverage Competitive Factors

Table 27. Probiotic Juice Beverage New Entrant and Capacity Expansion Plans

Table 28. Probiotic Juice Beverage Mergers & Acquisitions Activity

Table 29. United States VS China Probiotic Juice Beverage Production Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 30. United States VS China Probiotic Juice Beverage Production Comparison, (2021 & 2025 & 2032) & (K Units)

Table 31. United States VS China Probiotic Juice Beverage Consumption Comparison, (2021 & 2025 & 2032) & (K Units)

Table 32. United States Based Probiotic Juice Beverage Manufacturers, Headquarters and Production Site (States, Country)

Table 33. United States Based Manufacturers Probiotic Juice Beverage Production Value, (2021-2026) & (USD Million)

Table 34. United States Based Manufacturers Probiotic Juice Beverage Production Value Market Share (2021-2026)

Table 35. United States Based Manufacturers Probiotic Juice Beverage Production (2021-2026) & (K Units)

Table 36. United States Based Manufacturers Probiotic Juice Beverage Production Market Share (2021-2026)

Table 37. China Based Probiotic Juice Beverage Manufacturers, Headquarters and Production Site (Province, Country)

Table 38. China Based Manufacturers Probiotic Juice Beverage Production Value, (2021-2026) & (USD Million)

Table 39. China Based Manufacturers Probiotic Juice Beverage Production Value Market Share (2021-2026)

Table 40. China Based Manufacturers Probiotic Juice Beverage Production, (2021-2026) & (K Units)

Table 41. China Based Manufacturers Probiotic Juice Beverage Production Market Share (2021-2026)

Table 42. Rest of World Based Probiotic Juice Beverage Manufacturers, Headquarters and Production Site (State, Country)

Table 43. Rest of World Based Manufacturers Probiotic Juice Beverage Production Value, (2021-2026) & (USD Million)

Table 44. Rest of World Based Manufacturers Probiotic Juice Beverage Production Value Market Share (2021-2026)

Table 45. Rest of World Based Manufacturers Probiotic Juice Beverage Production, (2021-2026) & (K Units)

Table 46. Rest of World Based Manufacturers Probiotic Juice Beverage Production Market Share (2021-2026)

Table 47. World Probiotic Juice Beverage Production Value by Type, (USD Million), 2021 & 2025 & 2032

Table 48. World Probiotic Juice Beverage Production by Type (2021-2026) & (K Units)

Table 49. World Probiotic Juice Beverage Production by Type (2027-2032) & (K Units)

Table 50. World Probiotic Juice Beverage Production Value by Type (2021-2026) & (USD Million)

Table 51. World Probiotic Juice Beverage Production Value by Type (2027-2032) & (USD Million)

Table 52. World Probiotic Juice Beverage Average Price by Type (2021-2026) & (US\$/Unit)

Table 53. World Probiotic Juice Beverage Average Price by Type (2027-2032) & (US\$/Unit)

Table 54. World Probiotic Juice Beverage Production Value by Technology, (USD Million), 2021 & 2025 & 2032

Table 55. World Probiotic Juice Beverage Production by Technology (2021-2026) & (K Units)

Table 56. World Probiotic Juice Beverage Production by Technology (2027-2032) & (K Units)

Table 57. World Probiotic Juice Beverage Production Value by Technology (2021-2026) & (USD Million)

Table 58. World Probiotic Juice Beverage Production Value by Technology (2027-2032) & (USD Million)

Table 59. World Probiotic Juice Beverage Average Price by Technology (2021-2026) & (US\$/Unit)

Table 60. World Probiotic Juice Beverage Average Price by Technology (2027-2032) & (US\$/Unit)

Table 61. World Probiotic Juice Beverage Production Value by Raw Material, (USD Million), 2021 & 2025 & 2032

Table 62. World Probiotic Juice Beverage Production by Raw Material (2021-2026) & (K Units)

Table 63. World Probiotic Juice Beverage Production by Raw Material (2027-2032) & (K

Units)

Table 64. World Probiotic Juice Beverage Production Value by Raw Material (2021-2026) & (USD Million)

Table 65. World Probiotic Juice Beverage Production Value by Raw Material (2027-2032) & (USD Million)

Table 66. World Probiotic Juice Beverage Average Price by Raw Material (2021-2026) & (US\$/Unit)

Table 67. World Probiotic Juice Beverage Average Price by Raw Material (2027-2032) & (US\$/Unit)

Table 68. World Probiotic Juice Beverage Production Value by Application, (USD Million), 2021 & 2025 & 2032

Table 69. World Probiotic Juice Beverage Production by Application (2021-2026) & (K Units)

Table 70. World Probiotic Juice Beverage Production by Application (2027-2032) & (K Units)

Table 71. World Probiotic Juice Beverage Production Value by Application (2021-2026) & (USD Million)

Table 72. World Probiotic Juice Beverage Production Value by Application (2027-2032) & (USD Million)

Table 73. World Probiotic Juice Beverage Average Price by Application (2021-2026) & (US\$/Unit)

Table 74. World Probiotic Juice Beverage Average Price by Application (2027-2032) & (US\$/Unit)

Table 75. Yakult Honsha Basic Information, Manufacturing Base and Competitors

Table 76. Yakult Honsha Major Business

Table 77. Yakult Honsha Probiotic Juice Beverage Product and Services

Table 78. Yakult Honsha Probiotic Juice Beverage Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 79. Yakult Honsha Recent Developments/Updates

Table 80. Yakult Honsha Competitive Strengths & Weaknesses

Table 81. Danone Basic Information, Manufacturing Base and Competitors

Table 82. Danone Major Business

Table 83. Danone Probiotic Juice Beverage Product and Services

Table 84. Danone Probiotic Juice Beverage Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 85. Danone Recent Developments/Updates

Table 86. Danone Competitive Strengths & Weaknesses

Table 87. PepsiCo Basic Information, Manufacturing Base and Competitors

Table 88. PepsiCo Major Business

Table 89. PepsiCo Probiotic Juice Beverage Product and Services

Table 90. PepsiCo Probiotic Juice Beverage Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 91. PepsiCo Recent Developments/Updates

Table 92. PepsiCo Competitive Strengths & Weaknesses

Table 93. Suja Life Basic Information, Manufacturing Base and Competitors

Table 94. Suja Life Major Business

Table 95. Suja Life Probiotic Juice Beverage Product and Services

Table 96. Suja Life Probiotic Juice Beverage Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 97. Suja Life Recent Developments/Updates

Table 98. Suja Life Competitive Strengths & Weaknesses

Table 99. GoodBelly Basic Information, Manufacturing Base and Competitors

Table 100. GoodBelly Major Business

Table 101. GoodBelly Probiotic Juice Beverage Product and Services

Table 102. GoodBelly Probiotic Juice Beverage Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 103. GoodBelly Recent Developments/Updates

Table 104. GoodBelly Competitive Strengths & Weaknesses

Table 105. Humm Kombucha Basic Information, Manufacturing Base and Competitors

Table 106. Humm Kombucha Major Business

Table 107. Humm Kombucha Probiotic Juice Beverage Product and Services

Table 108. Humm Kombucha Probiotic Juice Beverage Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 109. Humm Kombucha Recent Developments/Updates

Table 110. Humm Kombucha Competitive Strengths & Weaknesses

Table 111. GT?s Living Foods Basic Information, Manufacturing Base and Competitors

Table 112. GT?s Living Foods Major Business

Table 113. GT?s Living Foods Probiotic Juice Beverage Product and Services

Table 114. GT?s Living Foods Probiotic Juice Beverage Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 115. GT?s Living Foods Recent Developments/Updates

Table 116. GT?s Living Foods Competitive Strengths & Weaknesses

Table 117. Remedy Drinks Basic Information, Manufacturing Base and Competitors

Table 118. Remedy Drinks Major Business

Table 119. Remedy Drinks Probiotic Juice Beverage Product and Services

Table 120. Remedy Drinks Probiotic Juice Beverage Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 121. Remedy Drinks Recent Developments/Updates

Table 122. Remedy Drinks Competitive Strengths & Weaknesses

Table 123. Health-Ade Basic Information, Manufacturing Base and Competitors

Table 124. Health-Ade Major Business

Table 125. Health-Ade Probiotic Juice Beverage Product and Services

Table 126. Health-Ade Probiotic Juice Beverage Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 127. Health-Ade Recent Developments/Updates

Table 128. Health-Ade Competitive Strengths & Weaknesses

Table 129. wildwonder Basic Information, Manufacturing Base and Competitors

Table 130. wildwonder Major Business

Table 131. wildwonder Probiotic Juice Beverage Product and Services

Table 132. wildwonder Probiotic Juice Beverage Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 133. wildwonder Recent Developments/Updates

Table 134. wildwonder Competitive Strengths & Weaknesses

Table 135. Brew Dr. Kombucha Basic Information, Manufacturing Base and Competitors

Table 136. Brew Dr. Kombucha Major Business

Table 137. Brew Dr. Kombucha Probiotic Juice Beverage Product and Services

Table 138. Brew Dr. Kombucha Probiotic Juice Beverage Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 139. Brew Dr. Kombucha Recent Developments/Updates

Table 140. Brew Dr. Kombucha Competitive Strengths & Weaknesses

Table 141. Culture Pop Basic Information, Manufacturing Base and Competitors

Table 142. Culture Pop Major Business

Table 143. Culture Pop Probiotic Juice Beverage Product and Services

Table 144. Culture Pop Probiotic Juice Beverage Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 145. Culture Pop Recent Developments/Updates

Table 146. Culture Pop Competitive Strengths & Weaknesses

Table 147. The Superfood Company Basic Information, Manufacturing Base and Competitors

Table 148. The Superfood Company Major Business

Table 149. The Superfood Company Probiotic Juice Beverage Product and Services

Table 150. The Superfood Company Probiotic Juice Beverage Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 151. The Superfood Company Recent Developments/Updates

Table 152. The Superfood Company Competitive Strengths & Weaknesses

Table 153. Doctor D?s Basic Information, Manufacturing Base and Competitors

Table 154. Doctor D?s Major Business

Table 155. Doctor D?s Probiotic Juice Beverage Product and Services

Table 156. Doctor D?s Probiotic Juice Beverage Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 157. Doctor D?s Recent Developments/Updates

Table 158. Doctor D?s Competitive Strengths & Weaknesses

Table 159. Fermenteria Basic Information, Manufacturing Base and Competitors

Table 160. Fermenteria Major Business

Table 161. Fermenteria Probiotic Juice Beverage Product and Services

Table 162. Fermenteria Probiotic Juice Beverage Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 163. Fermenteria Recent Developments/Updates

Table 164. Fermenteria Competitive Strengths & Weaknesses

Table 165. Global Key Players of Probiotic Juice Beverage Upstream (Raw Materials)

Table 166. Global Probiotic Juice Beverage Typical Customers

Table 167. Probiotic Juice Beverage Typical Distributors

List Of Figures

LIST OF FIGURES

- Figure 1. Probiotic Juice Beverage Picture
- Figure 2. World Probiotic Juice Beverage Production Value: 2021 & 2025 & 2032, (USD Million)
- Figure 3. World Probiotic Juice Beverage Production Value and Forecast (2021-2032) & (USD Million)
- Figure 4. World Probiotic Juice Beverage Production (2021-2032) & (K Units)
- Figure 5. World Probiotic Juice Beverage Average Price (2021-2032) & (US\$/Unit)
- Figure 6. World Probiotic Juice Beverage Production Value Market Share by Region (2021-2032)
- Figure 7. World Probiotic Juice Beverage Production Market Share by Region (2021-2032)
- Figure 8. North America Probiotic Juice Beverage Production (2021-2032) & (K Units)
- Figure 9. Europe Probiotic Juice Beverage Production (2021-2032) & (K Units)
- Figure 10. China Probiotic Juice Beverage Production (2021-2032) & (K Units)
- Figure 11. Japan Probiotic Juice Beverage Production (2021-2032) & (K Units)
- Figure 12. India Probiotic Juice Beverage Production (2021-2032) & (K Units)
- Figure 13. China Probiotic Juice Beverage Production (2021-2032) & (K Units)
- Figure 14. Probiotic Juice Beverage Market Drivers
- Figure 15. Factors Affecting Demand
- Figure 16. World Probiotic Juice Beverage Consumption (2021-2032) & (K Units)
- Figure 17. World Probiotic Juice Beverage Consumption Market Share by Region (2021-2032)
- Figure 18. United States Probiotic Juice Beverage Consumption (2021-2032) & (K Units)
- Figure 19. China Probiotic Juice Beverage Consumption (2021-2032) & (K Units)
- Figure 20. Europe Probiotic Juice Beverage Consumption (2021-2032) & (K Units)
- Figure 21. Japan Probiotic Juice Beverage Consumption (2021-2032) & (K Units)
- Figure 22. South Korea Probiotic Juice Beverage Consumption (2021-2032) & (K Units)
- Figure 23. ASEAN Probiotic Juice Beverage Consumption (2021-2032) & (K Units)
- Figure 24. India Probiotic Juice Beverage Consumption (2021-2032) & (K Units)
- Figure 25. Producer Shipments of Probiotic Juice Beverage by Manufacturer Revenue (\$MM) and Market Share (%): 2025
- Figure 26. Global Four-firm Concentration Ratios (CR4) for Probiotic Juice Beverage Markets in 2025
- Figure 27. Global Four-firm Concentration Ratios (CR8) for Probiotic Juice Beverage

Markets in 2025

Figure 28. United States VS China: Probiotic Juice Beverage Production Value Market Share Comparison (2021 & 2025 & 2032)

Figure 29. United States VS China: Probiotic Juice Beverage Production Market Share Comparison (2021 & 2025 & 2032)

Figure 30. United States VS China: Probiotic Juice Beverage Consumption Market Share Comparison (2021 & 2025 & 2032)

Figure 31. United States Based Manufacturers Probiotic Juice Beverage Production Market Share 2025

Figure 32. China Based Manufacturers Probiotic Juice Beverage Production Market Share 2025

Figure 33. Rest of World Based Manufacturers Probiotic Juice Beverage Production Market Share 2025

Figure 34. World Probiotic Juice Beverage Production Value by Type, (USD Million), 2021 & 2025 & 2032

Figure 35. World Probiotic Juice Beverage Production Value Market Share by Type in 2025

Figure 36. Therapy Probiotic Juice Beverage

Figure 37. Prevention of Disease Probiotic Juice Beverage

Figure 38. Regular Probiotic Juice Beverage

Figure 39. World Probiotic Juice Beverage Production Market Share by Type (2021-2032)

Figure 40. World Probiotic Juice Beverage Production Value Market Share by Type (2021-2032)

Figure 41. World Probiotic Juice Beverage Average Price by Type (2021-2032) & (US\$/Unit)

Figure 42. World Probiotic Juice Beverage Production Value by Technology, (USD Million), 2021 & 2025 & 2032

Figure 43. World Probiotic Juice Beverage Production Value Market Share by Technology in 2025

Figure 44. Add Directly

Figure 45. Fermented

Figure 46. World Probiotic Juice Beverage Production Market Share by Technology (2021-2032)

Figure 47. World Probiotic Juice Beverage Production Value Market Share by Technology (2021-2032)

Figure 48. World Probiotic Juice Beverage Average Price by Technology (2021-2032) & (US\$/Unit)

Figure 49. World Probiotic Juice Beverage Production Value by Raw Material, (USD

Million), 2021 & 2025 & 2032

Figure 50. World Probiotic Juice Beverage Production Value Market Share by Raw Material in 2025

Figure 51. Single Fruit Juice

Figure 52. Mixed Fruit Juice

Figure 53. World Probiotic Juice Beverage Production Market Share by Raw Material (2021-2032)

Figure 54. World Probiotic Juice Beverage Production Value Market Share by Raw Material (2021-2032)

Figure 55. World Probiotic Juice Beverage Average Price by Raw Material (2021-2032) & (US\$/Unit)

Figure 56. World Probiotic Juice Beverage Production Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 57. World Probiotic Juice Beverage Production Value Market Share by Application in 2025

Figure 58. Online Sales

Figure 59. Offline Sales

Figure 60. World Probiotic Juice Beverage Production Market Share by Application (2021-2032)

Figure 61. World Probiotic Juice Beverage Production Value Market Share by Application (2021-2032)

Figure 62. World Probiotic Juice Beverage Average Price by Application (2021-2032) & (US\$/Unit)

Figure 63. Probiotic Juice Beverage Industry Chain

Figure 64. Probiotic Juice Beverage Procurement Model

Figure 65. Probiotic Juice Beverage Sales Model

Figure 66. Probiotic Juice Beverage Sales Channels, Direct Sales, and Distribution

Figure 67. Methodology

Figure 68. Research Process and Data Source

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