

Prebiotics Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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Abstracts

The Global Prebiotics Market was valued at USD 5.3 billion in 2024 and is estimated to grow at a CAGR of 6.5% to reach USD 10 billion by 2034.

Prebiotics are non-digestible ingredients that help stimulate the growth of beneficial gut bacteria, supporting digestive wellness and overall health. They are naturally present in several plant-based sources and are increasingly being incorporated into functional foods, beverages, and supplements. Rising consumer interest in gut health, immunity, and preventive wellness has positioned prebiotics as a crucial component in the broader health and nutrition industry. Advances in extraction and formulation technologies have improved the stability and potency of prebiotics, enabling their use in a wider range of applications. Innovations such as enzymatic processing and microencapsulation are enhancing the efficiency of prebiotic ingredients and boosting their compatibility with various product formulations. Growing preferences for natural, plant-based, and clean-label products are further fueling market demand. The shift toward preventive healthcare and lifestyle-driven wellness has encouraged food and supplement manufacturers to introduce prebiotic-enhanced offerings that address digestive balance and immunity. Additionally, increasing awareness of the gut-brain connection and its role in mental and physical health continues to expand the global market, particularly across urbanized and developed economies.

In 2024, the inulin-type fructans segment generated USD 1.5 billion. Along with fructooligosaccharides, these prebiotic compounds play a crucial role in maintaining gut microbiota balance and promoting digestive well-being. Resistant starch and mannan-oligosaccharides (MOS) are also witnessing rising demand due to their metabolic and immune-boosting benefits. MOS is gaining traction in both human and animal nutrition, creating opportunities across functional foods and feed applications. Together, these

compounds represent a promising growth avenue in the evolving field of functional and fortified nutrition.

The food & beverage segment generated USD 1.8 billion in 2024. It remains the primary application area for prebiotics, as consumer focus shifts toward products that enhance immunity and digestive function. Dietary supplements are experiencing rapid expansion driven by the rising trend of personalized and preventive nutrition, with consumers increasingly integrating prebiotics into their daily wellness routines. Infant formula and baby nutrition products continue to incorporate prebiotics to promote healthy gut flora and strengthen immune development in infants, fueling consistent demand across global markets.

U.S. Prebiotics Market held 82.2% and generated USD 1.36 billion in 2024. North America remains a strong hub for prebiotics growth, driven by heightened awareness of gut health and immunity among consumers. In the U.S., the preference for functional and clean-label products is shaping product innovation and accelerating adoption across food, beverage, and dietary supplement categories. Manufacturers are continuously improving formulations and diversifying product portfolios to meet the rising expectations of health-conscious consumers throughout the region.

Key companies active in the Global Prebiotics Market include DSM Nutritional Products, Roquette Frères, Beneo GmbH, ADM (Archer Daniels Midland), Cargill Inc., FrieslandCampina Ingredients, Tate & Lyle PLC, Nexira, Ingredion Inc., CJ CheilJedang, Kerry Group plc, Jarrow Formulas, Clasado Biosciences, OptiBiotix Health, Tereos Group, Samyang Holdings, Sensus (Royal Cosun), Quantum Hi-Tech, Tata Chemicals, BAOLINGBAO Biology, Prenexus Health, Meiji Holdings, Cosucra, Yakult Honsha Co., Ltd., and Jennewein Biotechnologie. Companies in the Prebiotics Market are enhancing their global footprint through strategic mergers, collaborations, and capacity expansions to meet growing consumer demand. Leading firms are investing in R&D to develop novel prebiotic formulations that improve digestive efficiency, stability, and functional integration across diverse food and supplement applications. Emphasis is placed on producing clean-label and plant-based prebiotics that align with sustainability and health trends. Many companies are strengthening their supply chains to ensure consistent product quality and sourcing transparency.

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