

# Probiotic Drinks Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

<https://marketpublishers.com/r/PE2BF4066F71EN.html>

Date: May 2025

Pages: 220

Price: US\$ 4,850.00 (Single User License)

ID: PE2BF4066F71EN

## Abstracts

The Global Probiotic Drinks Market was valued at USD 49.5 billion in 2024 and is estimated to grow at a CAGR of 9% to reach USD 116.9 billion by 2034, driven by a surge in consumer interest in gut health, immunity, and overall wellness. Initially limited to yogurt and supplements, probiotic products have since evolved to include functional beverages, infant formulas, and even animal feed. The market's growth is supported by scientific research confirming the health benefits of probiotics, as well as increasing consumer awareness.

Demand for probiotic drinks is rising across both developed and emerging markets, with particularly high growth in North America, Europe, and the Asia-Pacific region. The Asia-Pacific market is expected to experience the highest growth rates due to its large population, increasing disposable income, and changing dietary preferences. Additionally, an aging population and a rise in metabolic and gastrointestinal disorders are driving the demand for probiotic-based products. Research has shown that incorporating probiotics into food and beverages, especially in dairy products, has significantly increased consumer acceptance and product stability, expanding the market.

Dairy-based probiotic drinks segment held a 39.5% share in 2024. These drinks remain popular for their nutritional value, with yogurt drinks and kefir continuing to dominate in certain regions. However, the market is witnessing a shift toward plant-based probiotic drinks. This change is largely driven by growing demand for vegan, lactose-free, and allergen-free alternatives. Drinks made from ingredients like soy, almond, coconut, and oat are gaining popularity for their taste and health benefits.

The probiotic drinks market is categorized by probiotic strains, with Lactobacillus taking

the lead, representing a 29.5% share in 2024. Lactobacillus strains such as L. rhamnosus and L. acidophilus are well-known for promoting digestive health and boosting immunity. Other strains like B. bifidum and B. longum help maintain a healthy gut balance, especially in the elderly and children. As consumer awareness of the benefits of probiotics grows, these strains are expected to drive market expansion.

Asia-Pacific Probiotic Drinks Market held a 34.3% share in 2024. The region is experiencing rapid growth, with countries like Japan focusing on science-backed probiotic products, while China and India are increasingly embracing health-conscious beverages like yogurt and kombucha. North America is also seeing a rise in wellness trends, with a growing demand for functional beverages such as drinkable yogurts and kombucha.

In the Global Probiotic Drinks Market, companies like Yakult Honsha Co. Ltd., Groupe Danone SA, The Fonterra Co-op Group Ltd., Kerry Group PLC, and Groupe Lactalis are adopting key strategies to strengthen their market presence. These strategies include expanding product portfolios to include a wider range of functional and plant-based drinks, leveraging advanced production technologies to enhance product quality, and aligning with sustainability trends through eco-friendly packaging and sourcing practices. Additionally, these companies are investing in research and development to create innovative products that meet changing consumer preferences, focusing on improving product stability and enhancing health benefits.

### **Companies Mentioned**

Yakult Honsha Co., Ltd., Danone S.A., Nestle S.A., PepsiCo, Inc., Coca-Cola Company, Lifeway Foods, Inc., Harmless Harvest, KeVita (PepsiCo), GoodBelly (NextFoods), Chobani, LLC, Groupe Lactalis, Bio-K Plus International Inc., Fonterra Co-operative Group Juicery

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