

# **Probiotics Dietary Supplements Market Size, Share & Trends Analysis Report By Form (Chewable & Gummies, Capsules), By End User (Adults, Geriatric), By Region, And Segment Forecasts, 2020 - 2028**

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## **Abstracts**

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### **Probiotics Dietary Supplements Market Growth & Trends**

The global probiotics dietary supplements market size is expected to reach USD 10.52 billion by 2028, according to a new report by Grand View Research, Inc. It is expected to expand at a CAGR of 7.0% from 2020 to 2028. The growing demand for solutions over concerns related to digestive health is expected to augment the market growth. Diarrhea, nausea, and vomiting are a few of the symptoms observed in COVID-19 patients. Studies on using probiotics against coronavirus infection have been carried out since the disease outbreak in 2020. For instance, in May 2020, a Spanish company BIOITHAS registered a clinical trial that includes administering probiotic capsules to adult COVID-19 patients requiring hospitalization. The study hypothesis states that probiotics are expected to have a positive effect on the gut microbiome and thereby reduce the severity of coronavirus infection.

The potential of probiotics in improving the symptoms of COVID-19 is expected to boost market growth. The rising application scope of probiotics in feminine health is further expected to fuel the product demand. Poor urogenital health due to microbial imbalance can lead to the occurrence of conditions, such as infertility, bacterial vaginosis, and preterm birth in women. Supplements, such as Garden of Life's Once Daily Women's probiotic capsules improve vaginal health and are thereby expected to gain traction. The shelf life of these products depends on factors, such as moisture, heat, and

chemical stability. These are critical parameters for both manufacturers and suppliers of probiotic products.

Players are developing new technologies to retain product efficiency for a longer time. For instance, Anlit Ltd. incorporates Long Life Probiotic (LLP) technology for their ProBites supplements, wherein live bacteria remain stable in ambient conditions for up to 24 months. Players operating in the market are also exploring new probiotic formulations to offer well-differentiated products. For instance, in January 2021, Sweet Cures, in collaboration with Danisco, launched the UniBac range of probiotic capsules. It includes UniBac Essential 9 Probiotic Blend and UniBac Advanced 17 Probiotic Blend, which comprises a mix of nine and seventeen probiotic strains respectively.

### Probiotics Dietary Supplements Market Report Highlights

The powder form segment is expected to grow rapidly over the forecast period. The powder form does not require refrigeration unlike probiotic yogurt & milk and can be easily stored at room temperature for one year from the date of manufacturing

The rising preference for powdered supplements over other forms is pushing manufacturers to develop new offerings in powder form. For instance, in June 2020, Yakult launched probiotic powdered supplements in a sachet pack

The geriatric end-use segment is expected to witness the fastest CAGR over the forecast period on account of the high product demand for regulating intestinal microflora due to rising cases of gastrointestinal disorders in the geriatric population

The Asia Pacific market is likely to register the fastest CAGR over the forecast period. Organizations, such as the Probiotic Association of India (PAI), in the region are actively involved in creating awareness among the masses regarding the health benefits of probiotic products, which is expected to drive the market in the region

The rising rate of prescribed supplementation of probiotics in Europe is likely to drive the market in the region. As per the International Probiotics Association (IPA) Europe, globally, Italy is one of the largest markets for probiotic dietary supplements as of 2020 with higher consumption of probiotic supplements per capita compared to other European countries



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