

U.S. Probiotic Dietary Supplement Market Size, Share & Trends Analysis Report By Form (Chewable & Gummies, Capsules, Powders, Tablets & Softgels), By Application (Sports Fitness, General Health), By End Use, And Segment Forecasts, 2025 - 2030

<https://marketpublishers.com/r/UCDD91EA4ABEEN.html>

Date: November 2025

Pages: 80

Price: US\$ 5,950.00 (Single User License)

ID: UCDD91EA4ABEEN

Abstracts

The U.S. probiotic dietary supplement market size was estimated at USD 2.52 billion in 2024 and is projected to reach USD 3.53 billion by 2030, growing at a CAGR of 5.6% from 2025 to 2030. The increasing awareness of gut health, fueled by rising digestive and immune health concerns, drives market growth.

In addition, expanding e-commerce and the growing influence of health-focused social media have enhanced accessibility and consumer adoption, supporting market growth. Consumers in the U.S. have become more proactive about maintaining digestive balance and strengthening their body's natural defenses, positioning probiotics as an essential part of daily wellness routines. Scientific validation further strengthens consumer confidence and drives demand in the U.S. probiotic dietary supplement industry. The National Center for Complementary and Integrative Health (NCCIH) describes probiotics as live microorganisms that may provide health benefits when consumed in adequate amount. The agency highlights that probiotics show promise for certain uses, but also notes that more research is needed to determine which specific strains and dosages are most effective for particular populations and purpose. This balanced scientific perspective promotes transparency, motivating manufacturers to invest in clinical validation and encouraging consumers to choose products backed by credible research, thereby driving steady market expansion.

Product innovation continues to drive the U.S. market expansion, with companies introducing diverse probiotic supplement forms, such as capsules, gummies, powders,

and chewables, to enhance convenience and compliance. Manufacturers develop formulations with clinically supported strains, multi-strain blends, and added functional ingredients such as prebiotics or vitamins to improve efficacy. This shift toward user-friendly, evidence-based, and lifestyle-oriented products, strengthens consumer trust and encourages sustained use, especially among younger and health-conscious demographics.

U.S. Probiotic Dietary Supplement Market Report Segmentation

This report forecasts revenue growth at the country level and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the U.S. probiotic dietary supplement market report based on form, application, and end use.

Form Outlook (Revenue, USD Million, 2018 - 2030)

Chewable & Gummies

Capsules

Powders

Tablets & Softgels

Others

Application Outlook (Revenue, USD Million, 2018 - 2030)

Sports Fitness

Energy & Weight Management

General Health

Bone & Joint Health

Gastrointestinal Health

Immunity

Cardiac Health

Diabetes

Anti-cancer

Skin/Hair/Nails

Brain/Mental Health

Others (Insomnia, Anti-aging, Menopause)

End Use Outlook (Revenue, USD Million, 2018 - 2030)

Infants

Children

Adults

Geriatric

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
 - 1.3.1. Purchased Database
 - 1.3.2. GVR's Internal Database
 - 1.3.3. Secondary Materials & Third-Party Perspectives
 - 1.3.4. Primary Research
- 1.4. Information Analysis
 - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Snapshot
- 2.2. Form Outlook
- 2.3. Application Outlook
- 2.4. End Use Outlook
- 2.5. Competitive Landscape Snapshot

CHAPTER 3. U.S. PROBIOTIC DIETARY SUPPLEMENT MARKET VARIABLES AND TRENDS

- 3.1. Market Introduction
- 3.2. Industry Value Chain Analysis
 - 3.2.1. Raw Material Trends & Outlook
 - 3.2.2. Sales Channel Analysis
- 3.3. Market Dynamics
 - 3.3.1. Market Driver Analysis
 - 3.3.2. Market Restraint Analysis
 - 3.3.3. Market Opportunities
 - 3.3.4. Market Challenges
- 3.4. Industry Analysis Tools
 - 3.4.1. Porter's Five Forces Analysis
- 3.5. Market Entry Strategies

CHAPTER 4. U.S. PROBIOTIC DIETARY SUPPLEMENT MARKET: CONSUMER BEHAVIOR ANALYSIS

- 4.1. Demographic Analysis
- 4.2. Consumer Trends & Preferences
- 4.3. Factors Affecting Buying Decisions
- 4.4. Consumer Product Adoption
- 4.5. Observations & Recommendations

CHAPTER 5. U.S. PROBIOTIC DIETARY SUPPLEMENT MARKET: FORM ESTIMATES & TREND ANALYSIS

- 5.1. U.S. Probiotic Dietary Supplement Market, By Form: Key Takeaways
- 5.2. Form Movement Analysis & Market Share, 2024 & 2030
- 5.3. Market Estimates & Forecasts, by Form, 2018 - 2030 (USD Million)
 - 5.3.1. Chewable & Gummies
 - 5.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 5.3.2. Capsules
 - 5.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 5.3.3. Powders
 - 5.3.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 5.3.4. Tablets & Softgels
 - 5.3.4.1. Market estimates and forecasts, 2018 - 2030 (USD Million)
 - 5.3.5. Others
 - 5.3.5.1. Market estimates and forecasts, 2018 - 2030 (USD Million)

CHAPTER 6. U.S. PROBIOTIC DIETARY SUPPLEMENT MARKET: APPLICATION ESTIMATES & TREND ANALYSIS

- 6.1. U.S. Probiotic Dietary Supplement Market, By Application: Key Takeaways
- 6.2. Application Movement Analysis & Market Share, 2024 & 2030
- 6.3. Market Estimates & Forecasts, by Application, 2018 - 2030 (USD Million)
 - 6.3.1. Sports Fitness
 - 6.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 6.3.2. Energy & Weight Management
 - 6.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 6.3.3. General Health
 - 6.3.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)

6.3.4. Bone & Joint Health

6.3.4.1. Market estimates and forecast, 2018 - 2030 (USD Million)

6.3.5. Gastrointestinal Health

6.3.5.1. Market estimates and forecast, 2018 - 2030 (USD Million)

6.3.6. Immunity

6.3.6.1. Market estimates and forecast, 2018 - 2030 (USD Million)

6.3.7. Cardiac Health

6.3.7.1. Market estimates and forecast, 2018 - 2030 (USD Million)

6.3.8. Diabetes

6.3.8.1. Market estimates and forecast, 2018 - 2030 (USD Million)

6.3.9. Anti-cancer

6.3.9.1. Market estimates and forecast, 2018 - 2030 (USD Million)

6.3.10. Skin/Hair/Nails

6.3.10.1. Market estimates and forecast, 2018 - 2030 (USD Million)

6.3.11. Brain/Mental Health

6.3.11.1. Market estimates and forecast, 2018 - 2030 (USD Million)

6.3.12. Others (Insomnia, Anti-aging, Menopause)

6.3.12.1. Market estimates and forecast, 2018 - 2030 (USD Million)

CHAPTER 7. U.S. PROBIOTIC DIETARY SUPPLEMENT MARKET: END USE ESTIMATES & TREND ANALYSIS

7.1. U.S. Probiotic Dietary Supplement Market, By End Use: Key Takeaways

7.2. End Use Movement Analysis & Market Share, 2024 & 2030

7.3. Market Estimates & Forecasts, by End Use, 2018 - 2030 (USD Million)

7.3.1. Infants

7.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)

7.3.2. Children

7.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)

7.3.3. Adults

7.3.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)

7.3.4. Geriatric

7.3.4.1. Market estimates and forecast, 2018 - 2030 (USD Million)

CHAPTER 8. U.S. PROBIOTIC DIETARY SUPPLEMENT MARKET: COMPETITIVE ANALYSIS

8.1. Recent Developments & Impact Analysis by Key Market Participants

8.2. Company Categorization

- 8.3. Participant's Overview
- 8.4. Financial Performance
- 8.5. Product Benchmarking
- 8.6. Company Market Share Analysis, 2024
- 8.7. Company Heat Map Analysis, 2024
- 8.8. Strategy Mapping
- 8.9. Company Profiles
 - 8.9.1. Vitakem Nutraceutical Inc.
 - 8.9.1.1. Company Overview
 - 8.9.1.2. Financial Performance
 - 8.9.1.3. Product Benchmarking
 - 8.9.1.4. Strategic Initiatives
 - 8.9.2. dsm-firmenich
 - 8.9.2.1. Company Overview
 - 8.9.2.2. Financial Performance
 - 8.9.2.3. Product Benchmarking
 - 8.9.2.4. Strategic Initiatives
 - 8.9.3. BIOHMHealth
 - 8.9.3.1. Company Overview
 - 8.9.3.2. Financial Performance
 - 8.9.3.3. Product Benchmarking
 - 8.9.3.4. Strategic Initiatives
 - 8.9.4. Novonesis Group
 - 8.9.4.1. Company Overview
 - 8.9.4.2. Financial Performance
 - 8.9.4.3. Product Benchmarking
 - 8.9.4.4. Strategic Initiatives
 - 8.9.5. ADM
 - 8.9.5.1. Company Overview
 - 8.9.5.2. Financial Performance
 - 8.9.5.3. Product Benchmarking
 - 8.9.5.4. Strategic Initiatives
 - 8.9.6. ProbioFerm
 - 8.9.6.1. Company Overview
 - 8.9.6.2. Financial Performance
 - 8.9.6.3. Product Benchmarking
 - 8.9.6.4. Strategic Initiatives

List Of Tables

LIST OF TABLES

Table 1 List of secondary sources

Table 2 List of abbreviations

Table 3 U.S. probiotic dietary supplement market, by form, 2018 - 2030 (USD Million)

Table 4 U.S. probiotic dietary supplement market, by application, 2018 - 2030 (USD Million)

Table 5 U.S. probiotic dietary supplement market, by end use, 2018 - 2030 (USD Million)

List Of Figures

LIST OF FIGURES

- Fig. 1 U.S. probiotic dietary supplement market segmentation
- Fig. 2 Information procurement
- Fig. 3 Primary research pattern
- Fig. 4 Primary research approaches
- Fig. 5 Primary research process
- Fig. 6 Market snapshot
- Fig. 7 Form snapshot
- Fig. 8 Application snapshot
- Fig. 9 End use snapshot
- Fig. 10 Competitive landscape snapshot
- Fig. 11 U.S. probiotic dietary supplement market size (USD Million)
- Fig. 12 U.S. probiotic dietary supplement market size, 2018 to 2030 (USD Million)
- Fig. 13 U.S. probiotic dietary supplement market: Penetration & growth prospect mapping
- Fig. 14 U.S. probiotic dietary supplement market: Value chain analysis
- Fig. 15 U.S. probiotic dietary supplement market: Profit margin analysis
- Fig. 16 U.S. probiotic dietary supplement market: Market dynamics
- Fig. 17 U.S. probiotic dietary supplement market: Porter's five forces analysis
- Fig. 18 U.S. probiotic dietary supplement market: Form movement analysis, 2024 & 2030
- Fig. 19 Chewable & gummies market estimates and forecast, 2018 - 2030 (USD Million)
- Fig. 20 Capsules market estimates and forecast, 2018 - 2030 (USD Million)
- Fig. 21 Powders market estimates and forecast, 2018 - 2030 (USD Million)
- Fig. 22 Tablets & softgels market estimates and forecast, 2018 - 2030 (USD Million)
- Fig. 23 Other estimates and forecasts, 2018 - 2030 (USD Million)
- Fig. 24 U.S. probiotic dietary supplement market: Application movement analysis, 2024 & 2030
- Fig. 25 Sports fitness market estimates and forecast, 2018 - 2030 (USD Million)
- Fig. 26 Energy & weight management market estimates and forecast, 2018 - 2030 (USD Million)
- Fig. 27 General health market estimates and forecast, 2018 - 2030 (USD Million)
- Fig. 28 Bone & joint health market estimates and forecast, 2018 - 2030 (USD Million)
- Fig. 29 Gastrointestinal health market estimates and forecast, 2018 - 2030 (USD Million)

- Fig. 30 Immunity market estimates and forecast, 2018 - 2030 (USD Million)
- Fig. 31 Cardiac health market estimates and forecast, 2018 - 2030 (USD Million)
- Fig. 32 Diabetes market estimates and forecast, 2018 - 2030 (USD Million)
- Fig. 33 Anti-cancer market estimates and forecast, 2018 - 2030 (USD Million)
- Fig. 34 Skin/hair/nails market estimates and forecast, 2018 - 2030 (USD Million)
- Fig. 35 Brain/mental health market estimates and forecast, 2018 - 2030 (USD Million)
- Fig. 36 Others (insomnia, anti-aging, menopause) estimates and forecasts, 2018 - 2030 (USD Million)
- Fig. 37 U.S. probiotic dietary supplement market: End-use movement analysis, 2024 & 2030
- Fig. 38 Infants market estimates and forecast, 2018 - 2030 (USD Million)
- Fig. 39 Children market estimates and forecast, 2018 - 2030 (USD Million)
- Fig. 40 Adults market estimates and forecast, 2018 - 2030 (USD Million)
- Fig. 41 Geriatric market estimates and forecast, 2018 - 2030 (USD Million)
- Fig. 42 Key company categorization
- Fig. 43 Company market share analysis, 2024
- Fig. 44 Strategic framework of the U.S. probiotic dietary supplement market

I would like to order

Product name: U.S. Probiotic Dietary Supplement Market Size, Share & Trends Analysis Report By Form (Chewable & Gummies, Capsules, Powders, Tablets & Softgels), By Application (Sports Fitness, General Health), By End Use, And Segment Forecasts, 2025 - 2030

Product link: <https://marketpublishers.com/r/UCDD91EA4ABEEN.html>

Price: US\$ 5,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/UCDD91EA4ABEEN.html>