

Probiotics – A Global Market Overview

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Abstracts

Global Probiotics Market Trends and Outlook

Probiotics are beneficial microorganisms that play a crucial role in maintaining gut health, supporting the immune system, and aiding in the treatment of various ailments, including digestive and neurological disorders. These microorganisms help prevent diseases by promoting a healthy balance of beneficial and non-beneficial microbes in the body. Found in fermented foods such as yogurt and sauerkraut, as well as in health supplements, probiotics contribute to the prevention and treatment of dysbiosis, a condition resulting from microbial imbalance. With the rise in lifestyle-related disorders such as lactose intolerance, antibiotic-associated diarrhea, and digestive imbalances, probiotics have gained prominence as an essential solution for maintaining overall well-being. They are available in oral and topical forms, targeting the gastrointestinal tract and other body cavities to enhance immunity, reduce inflammation, and regulate bowel movements.

Certain probiotic strains, such as *Lactobacillus acidophilus*, naturally reside in the human digestive system, aiding in food breakdown, nutrient absorption, and protection against harmful bacteria. Similarly, *Streptococcus salivarius* is among the first colonizers of the human oral cavity and gut, playing a critical role in immune regulation and inflammatory response. *Bifidobacterium*, a gram-positive anaerobic bacterium, is found in the intestines of infants and pregnant women, contributing to overall gut health. These probiotics, along with various other strains, are being increasingly incorporated into dietary products to provide targeted health benefits, including improved digestion, cognitive function, mood regulation, and stress management. The growing awareness of personalized nutrition has led to a surge in demand for customized probiotic formulations that cater to specific health needs.

The global probiotics market is expected to expand significantly, with a projected CAGR

of 9.8% from 2024 to 2030, reaching a value of \$126.7 billion by 2030. This growth is fuelled by increasing consumer demand for functional foods with added health benefits, advancements in microbiome research, and the rising prevalence of digestive disorders. The use of probiotics as an alternative to antibiotics has also gained attention, especially in light of concerns regarding antibiotic resistance and the need for sustainable healthcare solutions. However, challenges such as maintaining product quality, ensuring regulatory compliance, and overcoming consumer scepticism persist. High production costs, competition from alternative products, and issues related to storage and shelf-life further impact market expansion. Despite these hurdles, continued innovation and increasing consumer awareness are expected to drive the probiotics industry forward, solidifying its role in preventive healthcare and holistic well-being.

Probiotics Regional Market Analysis

Geographically, Asia-Pacific is anticipated to be the largest and fastest growing global market for probiotics, owing to a rapidly growing population, increasing disposable incomes, rising awareness about the importance of overall health & wellbeing and knowledge & inclination towards traditional dietary options, especially probiotics for maintaining gut health. In addition, government regulations are very supportive, which further encourage investments in research & development towards innovating and improving the desired products. Collaborations between academic institutions, government organizations and industry players are the factors in enhancing the product safety and efficacy, which in turn, are propelling the global market growth.

Probiotic Market Analysis by Strain

Based on strain, Bacteria is anticipated to account for the larger share in the global market for Probiotics, owing to the use of this strain in various product applications, such as yogurt, fermented dairy products, functional foods and dietary supplements, apart from which safety profile and clearly documented health benefits of beneficial bacteria also play a role. Extensive research and clinical trials on bacterial strains for product efficacy and safety is another significant factor for supporting demand in the global market of Probiotics. In addition, growing incidence of gastrointestinal and extraintestinal disorders, along with increased awareness about gut health and rising preferences for nutritional foods, are stimulating the market for bacterial strains in Probiotics. On the other hand, the demand for Yeast strains is expected to be faster growing in the global market for Probiotics because of their wider utilization in probiotic drinks. Yeast-reinforced drinks help in regulating the intestines and protecting intestinal lining. Moreover, this strain also supports regulating various parts of the immune system

and keeps the intestinal barrier function running. Another key factor fuelling demand for this strain is increasing awareness about the benefits associated with the consumption of probiotics.

Probiotics Market Analysis by Function

By function, Preventative healthcare is anticipated to account for the largest share of the global Probiotics market. This can be attributed to growing health issues, which has compelled market players to invest in research & development and launch novel probiotic products. In addition, Probiotics play a major role in amelioration of symptoms of improper intestinal health, lactose intolerance and reducing the risk of various other common ailments. However, demand for Probiotics for Therapeutic functions is expected to be the fastest growing, since these products are found capable of benefitting gastrointestinal health, constipation, cancer, liver diseases and urogenital infection. Apart from this, they are also helpful in treating various communicable and non-communicable ailments.

Probiotics Market Analysis by Application

Based on application, Foods & Beverages is expected to account for the largest share in the global market for probiotics. The reasons include increasing interest among consumers for functional foods and beverages that can support digestive health, increasing trend to achieve overall wellbeing and growing application of probiotics in yogurt. Dietary Supplements, though, is expected to be the fastest growing application for Probiotics during the analysis period because of the prevalence of gut-related ailments and increasing awareness about health benefits of these supplements. These supplements also help in improving the nutritional value of foods, in addition to help fight against any type of infection in the body.

Probiotics Market Analysis by Distribution Channel

Based on distribution channel, Hypermarkets/Supermarkets lead the market for Probiotics, since these outlets are easily accessible to a number of individuals. Other than providing basic groceries, hypermarkets & supermarkets also stock certain necessary items, such as Probiotics in various forms, so that consumers can fulfil all their requirements under a single roof. However, Online Sales are expected to be the fastest growing channel via which Probiotics are purchased, owing to consumer preferences, convenience, personalized choices, easy comparison of prices & brands, heavy discounts & offers and easy door delivery.

Probiotics Market Report Scope

This global report on Probiotics analyzes the global and regional markets based on strain, form, function, application, end-use sector and distribution channel for the period 2021-2030 with projections from 2024 to 2030 in terms of value in US\$. In addition to providing profiles of major companies operating in this space, the latest corporate and industrial developments have been covered to offer a clear panorama of how and where the market is progressing.

Key Metrics

Historical Period: 2021-2023

Base Year: 2024

Forecast Period: 2024-2030

Units: Value market in US\$

Companies Mentioned: 60+

Probiotics Market by Geographic Region

North America (The United States, Canada and Mexico)

Europe (France, Germany, Italy, Russia, Spain, The United Kingdom and Rest of Europe)

Asia-Pacific (China, Japan, India, South Korea and Rest of Asia-Pacific)

South America (Argentina, Brazil and Rest of South America)

Middle East & Africa

Probiotics Market by Strain

Bacteria

Bifidobacterium

Lactobacillus

Streptococcus

Other Bacteria (Primarily including Bacillus, Enterococcus, Escherichia & Ligilactobacillus)

Yeast

Saccharomyces Boulardii

Other Yeasts (Primarily including Kluyveromyces marxianus, Yarrowia lipolytica, Pichia kudriavzevii & Candida tropicalis)

Probiotics Market by Form

Dry

Liquid

Probiotics Market by Function

Preventive

Regular

Therapeutic

Probiotics Market by Application

Animal Feed

Dietary Supplements

Foods & Beverages

Probiotics Market by Distribution Channel

Convenience/Retail Stores

Hypermarkets/Supermarkets

Pharmacies/Drugstores

Specialty Stores

Online Sales

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Yeast

Saccharomyces

Other Yeasts

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Liquid

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Preventive

Regular

Therapeutic

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Dietary Supplements

Foods & Beverages

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Hypermarkets/Supermarkets

Pharmacies/Drugstores

Specialty Stores

Online Sales

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AB-Biotics SA

Adisseo

Amul

Amway Corp

Apsen Farmaceutica S/A
Archer Daniels Midland (ADM)
Arla Foods amba
Bifodan A/S
BioGaia AB
BIOHM Health
China-Biotics, Inc.
Chr. Hansen Holding A/S
Church & Dwight Co, Inc.
Custom Probiotics, Inc.
Danone SA
Deerland Probiotics & Enzymes
Dr. Willmar Schwabe GmbH and Co. KG
E.I. DuPont De Nemours and Co
Elanco
Estee Lauder Companies, Inc.
Ganeden, Inc.
Garden of Life (Nestle SA)
General Mills, Inc.
Glac Biotech
i-Health, Inc.
Infinant Health, Inc.
International Flavors & Fragrances, Inc.
Kerry Group plc
Koninklijke DSM NV
Lallemand, Inc.
Lesaffre Group
Lifeway Foods, Inc.
L'Oreal SA
Megmilk Snow Brand Co Ltd
Meiji Holdings Co Ltd
Morinaga Milk Industry Co Ltd
Mother Dairy Fruit & Vegetable Pvt. Ltd.
Nature's Bounty Co
Nature's Way Products LLC
Nebraska Cultures, Inc.
Neutraceutix, Inc.
NextFoods, Inc.
Novozymes A/S

Now Foods
NutraScience Labs
PepsiCo, Inc.
PharmaCare Laboratories Pty Ltd
Probi AB
Probiotical SpA
Procter & Gamble Co
Protexin
Protocol For Life Balance
Reckitt Benckiser LLC
Renew Life Formulas LLC
Sabinsa Corp
So Good So You
Suja Life LLC
Sun Genomics
SynBio Tech, Inc.
UAS Laboratories LLC
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Winclove Probiotics BV
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Dietary Supplements

Foods & Beverages

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Hypermarkets/Supermarkets

Pharmacies/Drugstores

Specialty Stores

Online Sales

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REGIONAL MARKET OVERVIEW

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United States Probiotics Market Overview by Application

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