

Probiotic Dietary Supplement Market Report by Form (Powder Stick Pack, Capsule, Tablet, Probiotic Drops), Distribution Channel (Supermarkets and Hypermarkets, Pharmacy and Health Stores, Online Stores, and Others), Application (Food Supplement, Nutritional Supplements, Specialty Nutrients, Infant Formula, and Others), and Region 2023-2028

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Abstracts

The global probiotic dietary supplement market size reached US\$ 6.9 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 10.2 Billion by 2028, exhibiting a growth rate (CAGR) of 6.7% during 2022-2028. The rising prevalence of gastrointestinal ailments, the increasing consumer awareness regarding the benefits of regular consumption of health supplements, and the development of extended-release and sugar-, dairy- and allergen-free formulations are some of the major factors propelling the market.

A probiotic dietary supplement is a product designed to provide beneficial live microorganisms, often referred to as probiotics, to support and improve the balance of the gut microbiota. Probiotics are strains of bacteria and sometimes yeasts that to have positive effects on digestive health and overall well-being. These supplements are commonly available in various forms, including capsules, tablets, powders, and even certain food products. The primary purpose of probiotic dietary supplements is to introduce specific strains of live bacteria into the gastrointestinal tract to promote a healthy microbial environment. These beneficial microorganisms are thought to interact with the existing gut bacteria, aiding in digestion, supporting the immune system, and potentially offering other health benefits. Probiotics are commonly associated with improving gastrointestinal issues such as irritable bowel syndrome (IBS), diarrhea, constipation, and bloating.

The global increase in the occurrence of gastrointestinal disorders, including conditions like irritable bowel syndrome, inflammatory bowel disease, and diarrhea, is a key driver propelling market expansion. Probiotic dietary supplements offer significant advantages by enhancing nutrient absorption and preemptively addressing diverse medical conditions such as cancer, tooth decay, and neurological disorders. Furthermore, heightened consumer awareness about the advantages of regular health supplement consumption for illness prevention is catalyzing market growth. Besides, the emergence of the COVID-19 pandemic has also had a positive impact on the demand for probiotic dietary supplements. These supplements are sought after to bolster immunity and mitigate the risk of respiratory infections. The market's growth trajectory is further supported by extensive research and development endeavors aimed at identifying novel probiotic strains. Additionally, the aging global population, which is particularly susceptible to digestive ailments, is poised to fuel market growth.

Probiotic Dietary Supplement Market Trends/Drivers:

Rising prevalence of gastrointestinal ailments

Conditions such as irritable bowel syndrome, inflammatory bowel disease, and diarrhea are on the rise globally, prompting a heightened demand for effective solutions to address these health concerns. Probiotic dietary supplements, containing beneficial live microorganisms, have garnered attention for their potential to positively influence gut health and alleviate gastrointestinal discomfort. Moreover, individuals seeking relief from gastrointestinal issues are turning to probiotic dietary supplements as a natural and non-invasive approach. These supplements help restore the balance of the gut microbiota, which plays a pivotal role in digestive processes and overall well-being. By introducing specific strains of beneficial bacteria into the gastrointestinal tract, probiotic supplements aim to support optimal digestion, reduce inflammation, and enhance the body's ability to absorb nutrients.

Increasing consumer awareness regarding regular consumption of health supplements

The rising consumer awareness surrounding the advantages associated with regular consumption of health supplements is serving as a catalyst for the growth of the probiotic dietary supplement market. As individuals become more informed about the potential benefits of maintaining overall well-being through proactive measures, the demand for products like probiotic dietary supplements is experiencing a notable upsurge. Moreover, consumers are increasingly recognizing the potential of probiotic dietary supplements to contribute to improved digestive health, strengthened immunity, and enhanced overall vitality. This awareness is underpinned by a growing body of research and information highlighting the positive impact of probiotics on gut health, which in turn influences various aspects of physical and mental well-being. Moreover, the emphasis on preventive healthcare and the adoption of a holistic approach to wellness are driving individuals to seek solutions that support their long-term health

goals. Probiotic dietary supplements align with this shift toward proactive self-care, offering a convenient and accessible means to nurture a balanced gut microbiome and foster a healthier lifestyle.

Introduction of extended-release and sugar-, dairy- and allergen-free formulations
The advancement in the development of extended-release and formulations that are free from sugar, dairy, and allergens has emerged as a significant driving force behind the growth of the market. These innovations cater to evolving consumer preferences and address specific health concerns, contributing to the market's expansion. Extended-release formulations have gained prominence due to their ability to provide a controlled and sustained release of probiotics within the digestive system. This leads to a prolonged presence of beneficial bacteria in the gut, potentially enhancing their effectiveness. Moreover, individuals are looking for supplements that align with their dietary choices and restrictions, such as avoiding added sugars, dairy products, or allergens that may trigger adverse reactions, thus propelling the market.

Probiotic Dietary Supplement Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global probiotic dietary supplement market report, along with forecasts at the global, regional, and country levels for 2023-2028. Our report has categorized the market based on form, distribution channel and application.

Breakup by Form:

Powder Stick Pack

Capsule

Tablet

Probiotic Drops

Capsule represents the leading segment

The report has provided a detailed breakup and analysis of the market based on the form. This includes powder stick pack, capsule, tablet, and probiotic drops. According to the report, capsules represented the largest segment.

Capsules provide a convenient and practical delivery method for probiotics. They offer a protective barrier that helps preserve the viability of live microorganisms, ensuring that a significant portion of the probiotic strains reach the gut in an active and viable state.

This characteristic is crucial for the effectiveness of probiotics, as live cultures need to survive the harsh conditions of the stomach before reaching the intestines where they exert their beneficial effects. In addition, capsules enable accurate dosage control and contains a pre-measured quantity of probiotic strains, ensuring consistent dosing without the need for measuring or guesswork. This aspect is particularly important for individuals who prefer a standardized intake of probiotics as part of their daily routine.

Breakup by Distribution Channel:

Supermarkets and Hypermarkets

Pharmacy and Health Stores

Online Stores

Others

Pharmacy and health stores hold the largest market share

A detailed breakup and analysis of the market based on the distribution channel has also been provided in the report. This includes supermarkets and hypermarkets, pharmacy and health stores, online stores, and others. According to the report, pharmacy and health stores accounted for the largest market share.

Pharmacy and health stores have emerged as dominant players, holding the largest market share in the probiotic dietary supplement market for several compelling reasons. Firstly, these establishments serve as trusted sources of health-related products, providing consumers with a sense of reliability and credibility. The association with pharmacies and health stores enhances the perceived quality and efficacy of probiotic dietary supplements, encouraging consumers to make informed purchasing decisions. Moreover, the expertise of pharmacists and knowledgeable staff in these settings plays a pivotal role in guiding consumers toward suitable probiotic products based on their individual health needs and preferences. This personalized approach adds value to the consumer experience, promoting higher levels of customer satisfaction and loyalty.

Breakup by Application:

Food Supplement

Nutritional Supplements

Specialty Nutrients

Infant Formula

Others

Nutritional supplements account for the majority of market share

A detailed breakup and analysis of the market based on the application has also been provided in the report. This includes food supplements, nutritional supplements, specialty nutrients, infant formula, and others. According to the report, nutritional supplements accounted for the largest market share.

The increasing awareness and emphasis on maintaining overall health and well-being have prompted a surge in demand for products that support optimal nutrition. Probiotic dietary supplements offer a convenient and accessible way to enhance gut health and support the body's natural functions. Furthermore, the prevalence of gastrointestinal ailments and related health concerns has prompted consumers to seek proactive solutions. Probiotic supplements are recognized for their potential to alleviate digestive discomfort and promote gut balance, addressing a broad range of issues from irritable bowel syndrome to inflammatory bowel disease. This versatile functionality has led to heightened consumer interest in probiotics as part of their nutritional regimen.

Breakup by Region:

North America
United States
Canada
Asia Pacific
China
Japan
India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others

Middle East and Africa

Europe exhibits a clear dominance in the market

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, Europe accounted for the largest market share.

Europe has a long-standing history of valuing and embracing natural and holistic approaches to health and wellness. This cultural inclination toward preventive healthcare and wellness-oriented lifestyles has created a conducive environment for the adoption of dietary supplements, including probiotics. Consumers in Europe are often receptive to incorporating supplements into their routines to proactively support their health, which has fueled the demand for probiotic dietary supplements. In addition, stringent regulatory frameworks in Europe have led to higher quality standards for dietary supplements, including probiotics. The European Food Safety Authority (EFSA)

plays a crucial role in evaluating health claims for food and dietary supplements, ensuring that products on the market are supported by scientific evidence. This regulatory rigor instills consumer confidence in the efficacy and safety of probiotic supplements, contributing to their widespread acceptance.

Competitive Landscape:

The competitive landscape of the market is characterized by the presence of multiple players that include established brands, emerging startups, and specialty manufacturers. Presently, leading companies are investing significantly in R&D to develop innovative probiotic strains and formulations with enhanced efficacy and targeted health benefits. This allows them to offer unique products that stand out in the market and cater to specific consumer needs. They are also expanding their product portfolios by introducing a wide range of probiotic dietary supplements tailored to different age groups, health concerns, and lifestyles. This diversification helps them tap into various consumer segments and address a broader market scope. Besides, companies are investing in effective marketing and branding strategies helps key players establish themselves as reputable and reliable providers of probiotic dietary supplements.

The market research report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

BioGaia

Chr. Hansen Holding A/S

Custom Probiotics Inc.

Dietary Pro Labs

Koninklijke DSM N.V.

NutraScience Labs (Twinlab Consolidated Holdings Inc.)

Probi USA Inc. (Symrise AG)

ProbioFerm

Protexin (Archer-Daniels-Midland Company)

Reckitt Benckiser Group plc

Vitakem Nutraceuticals Inc

Recent Developments:

February 2021, the probiotics company Probi USA Inc. and health and wellness player Perrigo signed an agreement to introduce premium probiotic digestive and immune health concepts to Italy.

BioGaia recently launched a new probiotic supplement specifically formulated for infant health. This product aims to support the development of a healthy gut microbiome in infants and young children.

Custom Probiotics Inc. launched a line of probiotic supplements focusing on gut health

and digestive wellness. These supplements feature a blend of diverse probiotic strains known for their ability to support digestion and maintain a balanced gut microbiota.

Key Questions Answered in This Report

1. How big is the global probiotic dietary supplement market?
2. What is the expected growth rate of the global probiotic dietary supplement market during 2023-2028?
3. What are the key factors driving the global probiotic dietary supplement market?
4. What has been the impact of COVID-19 on the global probiotic dietary supplement market?
5. What is the breakup of the global probiotic dietary supplement market based on the form?
6. What is the breakup of the global probiotic dietary supplement market based on the distribution channel?
7. What is the breakup of the global probiotic dietary supplement market based on the application?
8. What are the key regions in the global probiotic dietary supplement market?
9. Who are the key players/companies in the global probiotic dietary supplement market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL PROBIOTIC DIETARY SUPPLEMENT MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY FORM

- 6.1 Powder Stick Pack
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Capsule
 - 6.2.1 Market Trends

- 6.2.2 Market Forecast
- 6.3 Tablet
 - 6.3.1 Market Trends
 - 6.3.2 Market Forecast
- 6.4 Probiotic Drops
 - 6.4.1 Market Trends
 - 6.4.2 Market Forecast

7 MARKET BREAKUP BY DISTRIBUTION CHANNEL

- 7.1 Supermarkets and Hypermarkets
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 Pharmacy and Health Stores
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast
- 7.3 Online Stores
 - 7.3.1 Market Trends
 - 7.3.2 Market Forecast
- 7.4 Others
 - 7.4.1 Market Trends
 - 7.4.2 Market Forecast

8 MARKET BREAKUP BY APPLICATION

- 8.1 Food Supplement
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
- 8.2 Nutritional Supplements
 - 8.2.1 Market Trends
 - 8.2.2 Market Forecast
- 8.3 Specialty Nutrients
 - 8.3.1 Market Trends
 - 8.3.2 Market Forecast
- 8.4 Infant Formula
 - 8.4.1 Market Trends
 - 8.4.2 Market Forecast
- 8.5 Others
 - 8.5.1 Market Trends

8.5.2 Market Forecast

9 MARKET BREAKUP BY REGION

9.1 North America

9.1.1 United States

9.1.1.1 Market Trends

9.1.1.2 Market Forecast

9.1.2 Canada

9.1.2.1 Market Trends

9.1.2.2 Market Forecast

9.2 Asia-Pacific

9.2.1 China

9.2.1.1 Market Trends

9.2.1.2 Market Forecast

9.2.2 Japan

9.2.2.1 Market Trends

9.2.2.2 Market Forecast

9.2.3 India

9.2.3.1 Market Trends

9.2.3.2 Market Forecast

9.2.4 South Korea

9.2.4.1 Market Trends

9.2.4.2 Market Forecast

9.2.5 Australia

9.2.5.1 Market Trends

9.2.5.2 Market Forecast

9.2.6 Indonesia

9.2.6.1 Market Trends

9.2.6.2 Market Forecast

9.2.7 Others

9.2.7.1 Market Trends

9.2.7.2 Market Forecast

9.3 Europe

9.3.1 Germany

9.3.1.1 Market Trends

9.3.1.2 Market Forecast

9.3.2 France

9.3.2.1 Market Trends

- 9.3.2.2 Market Forecast
- 9.3.3 United Kingdom
 - 9.3.3.1 Market Trends
 - 9.3.3.2 Market Forecast
- 9.3.4 Italy
 - 9.3.4.1 Market Trends
 - 9.3.4.2 Market Forecast
- 9.3.5 Spain
 - 9.3.5.1 Market Trends
 - 9.3.5.2 Market Forecast
- 9.3.6 Russia
 - 9.3.6.1 Market Trends
 - 9.3.6.2 Market Forecast
- 9.3.7 Others
 - 9.3.7.1 Market Trends
 - 9.3.7.2 Market Forecast
- 9.4 Latin America
 - 9.4.1 Brazil
 - 9.4.1.1 Market Trends
 - 9.4.1.2 Market Forecast
 - 9.4.2 Mexico
 - 9.4.2.1 Market Trends
 - 9.4.2.2 Market Forecast
 - 9.4.3 Others
 - 9.4.3.1 Market Trends
 - 9.4.3.2 Market Forecast
- 9.5 Middle East and Africa
 - 9.5.1 Market Trends
 - 9.5.2 Market Breakup by Country
 - 9.5.3 Market Forecast

10 SWOT ANALYSIS

- 10.1 Overview
- 10.2 Strengths
- 10.3 Weaknesses
- 10.4 Opportunities
- 10.5 Threats

11 VALUE CHAIN ANALYSIS

12 PORTERS FIVE FORCES ANALYSIS

- 12.1 Overview
- 12.2 Bargaining Power of Buyers
- 12.3 Bargaining Power of Suppliers
- 12.4 Degree of Competition
- 12.5 Threat of New Entrants
- 12.6 Threat of Substitutes

13 PRICE ANALYSIS

14 COMPETITIVE LANDSCAPE

- 14.1 Market Structure
- 14.2 Key Players
- 14.3 Profiles of Key Players
 - 14.3.1 BioGaia
 - 14.3.1.1 Company Overview
 - 14.3.1.2 Product Portfolio
 - 14.3.1.3 Financials
 - 14.3.1.4 SWOT Analysis
 - 14.3.2 Chr. Hansen Holding A/S
 - 14.3.2.1 Company Overview
 - 14.3.2.2 Product Portfolio
 - 14.3.2.3 Financials
 - 14.3.2.4 SWOT Analysis
 - 14.3.3 Custom Probiotics Inc.
 - 14.3.3.1 Company Overview
 - 14.3.3.2 Product Portfolio
 - 14.3.4 Dietary Pro Labs
 - 14.3.4.1 Company Overview
 - 14.3.4.2 Product Portfolio
 - 14.3.5 Koninklijke DSM N.V.
 - 14.3.5.1 Company Overview
 - 14.3.5.2 Product Portfolio

- 14.3.5.3 Financials
- 14.3.5.4 SWOT Analysis
- 14.3.6 NutraScience Labs (Twinlab Consolidated Holdings Inc.)
 - 14.3.6.1 Company Overview
 - 14.3.6.2 Product Portfolio
- 14.3.7 Probi USA Inc. (Symrise AG)
 - 14.3.7.1 Company Overview
 - 14.3.7.2 Product Portfolio
- 14.3.8 ProbioFerm
 - 14.3.8.1 Company Overview
 - 14.3.8.2 Product Portfolio
- 14.3.9 Protexin (Archer-Daniels-Midland Company)
 - 14.3.9.1 Company Overview
 - 14.3.9.2 Product Portfolio
- 14.3.10 Reckitt Benckiser Group plc
 - 14.3.10.1 Company Overview
 - 14.3.10.2 Product Portfolio
 - 14.3.10.3 Financials
 - 14.3.10.4 SWOT Analysis
- 14.3.11 Vitakem Nutraceuticals Inc.
 - 14.3.11.1 Company Overview
 - 14.3.11.2 Product Portfolio

List Of Tables

LIST OF TABLES

Table 1: Global: Probiotic Dietary Supplement Market: Key Industry Highlights, 2022 and 2028

Table 2: Global: Probiotic Dietary Supplement Market Forecast: Breakup by Form (in Million US\$), 2023-2028

Table 3: Global: Probiotic Dietary Supplement Market Forecast: Breakup by Distribution Channel (in Million US\$), 2023-2028

Table 4: Global: Probiotic Dietary Supplement Market Forecast: Breakup by Application (in Million US\$), 2023-2028

Table 5: Global: Probiotic Dietary Supplement Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 6: Global: Probiotic Dietary Supplement Market: Competitive Structure

Table 7: Global: Probiotic Dietary Supplement Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Probiotic Dietary Supplement Market: Major Drivers and Challenges

Figure 2: Global: Probiotic Dietary Supplement Market: Sales Value (in Billion US\$), 2017-2022

Figure 3: Global: Probiotic Dietary Supplement Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 4: Global: Probiotic Dietary Supplement Market: Breakup by Form (in %), 2022

Figure 5: Global: Probiotic Dietary Supplement Market: Breakup by Distribution Channel (in %), 2022

Figure 6: Global: Probiotic Dietary Supplement Market: Breakup by Application (in %), 2022

Figure 7: Global: Probiotic Dietary Supplement Market: Breakup by Region (in %), 2022

Figure 8: Global: Probiotic Dietary Supplement (Powder Stick Pack) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 9: Global: Probiotic Dietary Supplement (Powder Stick Pack) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 10: Global: Probiotic Dietary Supplement (Capsule) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 11: Global: Probiotic Dietary Supplement (Capsule) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 12: Global: Probiotic Dietary Supplement (Tablet) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 13: Global: Probiotic Dietary Supplement (Tablet) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 14: Global: Probiotic Dietary Supplement (Probiotic Drops) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 15: Global: Probiotic Dietary Supplement (Probiotic Drops) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 16: Global: Probiotic Dietary Supplement (Supermarkets and Hypermarkets) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 17: Global: Probiotic Dietary Supplement (Supermarkets and Hypermarkets) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 18: Global: Probiotic Dietary Supplement (Pharmacy and Health Stores) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 19: Global: Probiotic Dietary Supplement (Pharmacy and Health Stores) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 20: Global: Probiotic Dietary Supplement (Online Stores) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 21: Global: Probiotic Dietary Supplement (Online Stores) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 22: Global: Probiotic Dietary Supplement (Other Distribution Channels) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 23: Global: Probiotic Dietary Supplement (Other Distribution Channels) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 24: Global: Probiotic Dietary Supplement (Food Supplement) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 25: Global: Probiotic Dietary Supplement (Food Supplement) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 26: Global: Probiotic Dietary Supplement (Nutritional Supplements) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 27: Global: Probiotic Dietary Supplement (Nutritional Supplements) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 28: Global: Probiotic Dietary Supplement (Specialty Nutrients) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 29: Global: Probiotic Dietary Supplement (Specialty Nutrients) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 30: Global: Probiotic Dietary Supplement (Infant Formula) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 31: Global: Probiotic Dietary Supplement (Infant Formula) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 32: Global: Probiotic Dietary Supplement (Other Applications) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 33: Global: Probiotic Dietary Supplement (Other Applications) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 34: North America: Probiotic Dietary Supplement Market: Sales Value (in Million US\$), 2017 & 2022

Figure 35: North America: Probiotic Dietary Supplement Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 36: United States: Probiotic Dietary Supplement Market: Sales Value (in Million US\$), 2017 & 2022

Figure 37: United States: Probiotic Dietary Supplement Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 38: Canada: Probiotic Dietary Supplement Market: Sales Value (in Million US\$), 2017 & 2022

Figure 39: Canada: Probiotic Dietary Supplement Market Forecast: Sales Value (in

Million US\$), 2023-2028

Figure 40: Asia-Pacific: Probiotic Dietary Supplement Market: Sales Value (in Million US\$), 2017 & 2022

Figure 41: Asia-Pacific: Probiotic Dietary Supplement Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 42: China: Probiotic Dietary Supplement Market: Sales Value (in Million US\$), 2017 & 2022

Figure 43: China: Probiotic Dietary Supplement Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 44: Japan: Probiotic Dietary Supplement Market: Sales Value (in Million US\$), 2017 & 2022

Figure 45: Japan: Probiotic Dietary Supplement Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 46: India: Probiotic Dietary Supplement Market: Sales Value (in Million US\$), 2017 & 2022

Figure 47: India: Probiotic Dietary Supplement Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 48: South Korea: Probiotic Dietary Supplement Market: Sales Value (in Million US\$), 2017 & 2022

Figure 49: South Korea: Probiotic Dietary Supplement Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 50: Australia: Probiotic Dietary Supplement Market: Sales Value (in Million US\$), 2017 & 2022

Figure 51: Australia: Probiotic Dietary Supplement Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 52: Indonesia: Probiotic Dietary Supplement Market: Sales Value (in Million US\$), 2017 & 2022

Figure 53: Indonesia: Probiotic Dietary Supplement Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 54: Others: Probiotic Dietary Supplement Market: Sales Value (in Million US\$), 2017 & 2022

Figure 55: Others: Probiotic Dietary Supplement Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 56: Europe: Probiotic Dietary Supplement Market: Sales Value (in Million US\$), 2017 & 2022

Figure 57: Europe: Probiotic Dietary Supplement Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 58: Germany: Probiotic Dietary Supplement Market: Sales Value (in Million US\$), 2017 & 2022

Figure 59: Germany: Probiotic Dietary Supplement Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 60: France: Probiotic Dietary Supplement Market: Sales Value (in Million US\$), 2017 & 2022

Figure 61: France: Probiotic Dietary Supplement Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 62: United Kingdom: Probiotic Dietary Supplement Market: Sales Value (in Million US\$), 2017 & 2022

Figure 63: United Kingdom: Probiotic Dietary Supplement Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 64: Italy: Probiotic Dietary Supplement Market: Sales Value (in Million US\$), 2017 & 2022

Figure 65: Italy: Probiotic Dietary Supplement Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 66: Spain: Probiotic Dietary Supplement Market: Sales Value (in Million US\$), 2017 & 2022

Figure 67: Spain: Probiotic Dietary Supplement Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 68: Russia: Probiotic Dietary Supplement Market: Sales Value (in Million US\$), 2017 & 2022

Figure 69: Russia: Probiotic Dietary Supplement Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 70: Others: Probiotic Dietary Supplement Market: Sales Value (in Million US\$), 2017 & 2022

Figure 71: Others: Probiotic Dietary Supplement Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 72: Latin America: Probiotic Dietary Supplement Market: Sales Value (in Million US\$), 2017 & 2022

Figure 73: Latin America: Probiotic Dietary Supplement Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 74: Brazil: Probiotic Dietary Supplement Market: Sales Value (in Million US\$), 2017 & 2022

Figure 75: Brazil: Probiotic Dietary Supplement Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 76: Mexico: Probiotic Dietary Supplement Market: Sales Value (in Million US\$), 2017 & 2022

Figure 77: Mexico: Probiotic Dietary Supplement Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 78: Others: Probiotic Dietary Supplement Market: Sales Value (in Million US\$),

2017 & 2022

Figure 79: Others: Probiotic Dietary Supplement Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 80: Middle East and Africa: Probiotic Dietary Supplement Market: Sales Value (in Million US\$), 2017 & 2022

Figure 81: Middle East and Africa: Probiotic Dietary Supplement Market: Breakup by Country (in %), 2022

Figure 82: Middle East and Africa: Probiotic Dietary Supplement Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 83: Global: Probiotic Dietary Supplement Industry: SWOT Analysis

Figure 84: Global: Probiotic Dietary Supplement Industry: Value Chain Analysis

Figure 85: Global: Probiotic Dietary Supplement Industry: Porter's Five Forces Analysis

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