

Probiotic Drinks Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global probiotic drinks market size reached US\$ 15.8 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 21.9 Billion by 2028, exhibiting a growth rate (CAGR) of 5.6% during 2022-2028.

Probiotic drinks refer to a functional beverage consisting of specific microorganisms, which are beneficial for human health. They are manufactured by adding water, sugar, herbal or fruit extracts to the probiotic culture of bacteria and yeast and processing it through bio-fermentation. The probiotics multiply by absorbing the added sugar and stop when they reach the multiplication peak. These microorganisms promote the overall gut health by maintaining the natural balance of organisms in the intestines and also aid in improving immunity. Apart from this, regular consumption of probiotic drinks also facilitates effective nutrient absorption and preventing and treating gastrointestinal issues (GI), including diarrhea, constipation and irritable bowel syndrome (IBS).

The increasing prevalence of gastrointestinal disorders, along with the rising health consciousness among the masses, represents one of the key factors driving the growth of the market. There is a shift in the consumer preference from carbonated drinks to ready-to-drink (RTD) functional beverages and probiotic drinks as they have a high nutritional and low-calorie content. In line with this, the increasing demand for immunity boosting and probiotic fortified dietary supplements and functional food products due to the onset of coronavirus disease (COVID 19) is also contributing to the growth of the market. Additionally, various product innovations, such as the launch of probiotic drinks in exotic flavors and attractive packaging, are acting as other growth-inducing factors. Product manufacturers are also adopting aggressive promotional activities through the online retail and e-commerce platforms, thereby favoring the market growth. Other factors, including rising healthcare expenditures of the consumers, along with extensive research and development (R&D) activities, are anticipated to drive the market further.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global probiotic drinks market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on product and distribution channel.

Breakup by Product:

Dairy-based

Plant-based

Breakup by Distribution Channel:

Supermarkets and Hypermarkets

Convenience Stores

Pharmacy Stores

Online Stores

Others

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

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Amul (GCMMF), Bio-K Plus International Inc., Chobani LLC, Danone S.A., Fonterra Co-operative Group, Harmless Harvest Inc., Kevita Inc. (Pepsico Inc.), Lifeway Foods Inc., Nestle SA, NextFoods and Yakult Honsha Co. Ltd.

Key Questions Answered in This Report:

How has the global probiotic drinks market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global probiotic drinks market?

What are the key regional markets?

What is the breakup of the market based on the product?

What is the breakup of the market based on the distribution channel?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global probiotic drinks market and who are the key players?

What is the degree of competition in the industry

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