

# **Probiotic Drinks Market Report by Product (Dairy-based, Plant-based), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Pharmacy Stores, Online Stores, and Others), and Region 2024-2032**

<https://marketpublishers.com/r/PA4D96B8FE77EN.html>

Date: August 2024

Pages: 141

Price: US\$ 3,899.00 (Single User License)

ID: PA4D96B8FE77EN

## **Abstracts**

The global probiotic drinks market size reached US\$ 16.7 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 26.0 Billion by 2032, exhibiting a growth rate (CAGR) of 4.9% during 2024-2032.

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 2024-2032. 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

## 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 DRINKS MARKET**

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

### **6 MARKET BREAKUP BY PRODUCT**

- 6.1 Dairy-based
  - 6.1.1 Market Trends
  - 6.1.2 Market Forecast
- 6.2 Plant-based
  - 6.2.1 Market Trends
  - 6.2.2 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 Convenience Stores**

#### **7.2.1 Market Trends**

#### **7.2.2 Market Forecast**

### **7.3 Pharmacy Stores**

#### **7.3.1 Market Trends**

#### **7.3.2 Market Forecast**

### **7.4 Online Stores**

#### **7.4.1 Market Trends**

#### **7.4.2 Market Forecast**

### **7.5 Others**

#### **7.5.1 Market Trends**

#### **7.5.2 Market Forecast**

## **8 MARKET BREAKUP BY REGION**

### **8.1 North America**

#### **8.1.1 United States**

##### **8.1.1.1 Market Trends**

##### **8.1.1.2 Market Forecast**

#### **8.1.2 Canada**

##### **8.1.2.1 Market Trends**

##### **8.1.2.2 Market Forecast**

### **8.2 Asia-Pacific**

#### **8.2.1 China**

##### **8.2.1.1 Market Trends**

##### **8.2.1.2 Market Forecast**

#### **8.2.2 Japan**

##### **8.2.2.1 Market Trends**

##### **8.2.2.2 Market Forecast**

#### **8.2.3 India**

##### **8.2.3.1 Market Trends**

##### **8.2.3.2 Market Forecast**

#### **8.2.4 South Korea**

##### **8.2.4.1 Market Trends**

- 8.2.4.2 Market Forecast
- 8.2.5 Australia
  - 8.2.5.1 Market Trends
  - 8.2.5.2 Market Forecast
- 8.2.6 Indonesia
  - 8.2.6.1 Market Trends
  - 8.2.6.2 Market Forecast
- 8.2.7 Others
  - 8.2.7.1 Market Trends
  - 8.2.7.2 Market Forecast
- 8.3 Europe
  - 8.3.1 Germany
    - 8.3.1.1 Market Trends
    - 8.3.1.2 Market Forecast
  - 8.3.2 France
    - 8.3.2.1 Market Trends
    - 8.3.2.2 Market Forecast
  - 8.3.3 United Kingdom
    - 8.3.3.1 Market Trends
    - 8.3.3.2 Market Forecast
  - 8.3.4 Italy
    - 8.3.4.1 Market Trends
    - 8.3.4.2 Market Forecast
  - 8.3.5 Spain
    - 8.3.5.1 Market Trends
    - 8.3.5.2 Market Forecast
  - 8.3.6 Russia
    - 8.3.6.1 Market Trends
    - 8.3.6.2 Market Forecast
  - 8.3.7 Others
    - 8.3.7.1 Market Trends
    - 8.3.7.2 Market Forecast
- 8.4 Latin America
  - 8.4.1 Brazil
    - 8.4.1.1 Market Trends
    - 8.4.1.2 Market Forecast
  - 8.4.2 Mexico
    - 8.4.2.1 Market Trends
    - 8.4.2.2 Market Forecast

#### 8.4.3 Others

##### 8.4.3.1 Market Trends

##### 8.4.3.2 Market Forecast

#### 8.5 Middle East and Africa

##### 8.5.1 Market Trends

##### 8.5.2 Market Breakup by Country

##### 8.5.3 Market Forecast

### **9 SWOT ANALYSIS**

#### 9.1 Overview

#### 9.2 Strengths

#### 9.3 Weaknesses

#### 9.4 Opportunities

#### 9.5 Threats

### **10 VALUE CHAIN ANALYSIS**

### **11 PORTERS FIVE FORCES ANALYSIS**

#### 11.1 Overview

#### 11.2 Bargaining Power of Buyers

#### 11.3 Bargaining Power of Suppliers

#### 11.4 Degree of Competition

#### 11.5 Threat of New Entrants

#### 11.6 Threat of Substitutes

### **12 PRICE ANALYSIS**

### **13 COMPETITIVE LANDSCAPE**

#### 13.1 Market Structure

#### 13.2 Key Players

#### 13.3 Profiles of Key Players

##### 13.3.1 Amul (GCMMF)

##### 13.3.1.1 Company Overview

##### 13.3.1.2 Product Portfolio

##### 13.3.2 Bio-K Plus International Inc.

##### 13.3.2.1 Company Overview

- 13.3.2.2 Product Portfolio
- 13.3.3 Chobani LLC
  - 13.3.3.1 Company Overview
  - 13.3.3.2 Product Portfolio
- 13.3.4 Danone S.A.
  - 13.3.4.1 Company Overview
  - 13.3.4.2 Product Portfolio
- 13.3.5 Fonterra Co-operative Group
  - 13.3.5.1 Company Overview
  - 13.3.5.2 Product Portfolio
  - 13.3.5.3 Financials
  - 13.3.5.4 SWOT Analysis
- 13.3.6 Harmless Harvest Inc.
  - 13.3.6.1 Company Overview
  - 13.3.6.2 Product Portfolio
- 13.3.7 Kevita Inc. (Pepsico Inc.)
  - 13.3.7.1 Company Overview
  - 13.3.7.2 Product Portfolio
- 13.3.8 Lifeway Foods Inc.
  - 13.3.8.1 Company Overview
  - 13.3.8.2 Product Portfolio
  - 13.3.8.3 SWOT Analysis
- 13.3.9 Nestle SA
  - 13.3.9.1 Company Overview
  - 13.3.9.2 Product Portfolio
  - 13.3.9.3 Financials
  - 13.3.9.4 SWOT Analysis
- 13.3.10 NextFoods
  - 13.3.10.1 Company Overview
  - 13.3.10.2 Product Portfolio
- 13.3.11 Yakult Honsha Co. Ltd.
  - 13.3.11.1 Company Overview
  - 13.3.11.2 Product Portfolio
  - 13.3.11.3 Financials
  - 13.3.11.4 SWOT Analysis

## List Of Tables

### LIST OF TABLES

Table 1: Global: Probiotic Drinks Market: Key Industry Highlights, 2023 and 2032

Table 2: Global: Probiotic Drinks Market Forecast: Breakup by Product (in Million US\$), 2024-2032

Table 3: Global: Probiotic Drinks Market Forecast: Breakup by Distribution Channel (in Million US\$), 2024-2032

Table 4: Global: Probiotic Drinks Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 5: Global: Probiotic Drinks Market: Competitive Structure

Table 6: Global: Probiotic Drinks Market: Key Players

## List Of Figures

### LIST OF FIGURES

Figure 1: Global: Probiotic Drinks Market: Major Drivers and Challenges

Figure 2: Global: Probiotic Drinks Market: Sales Value (in Billion US\$), 2018-2023

Figure 3: Global: Probiotic Drinks Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 4: Global: Probiotic Drinks Market: Breakup by Product (in %), 2023

Figure 5: Global: Probiotic Drinks Market: Breakup by Distribution Channel (in %), 2023

Figure 6: Global: Probiotic Drinks Market: Breakup by Region (in %), 2023

Figure 7: Global: Probiotic Drinks (Dairy-based) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 8: Global: Probiotic Drinks (Dairy-based) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 9: Global: Probiotic Drinks (Plant-based) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 10: Global: Probiotic Drinks (Plant-based) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 11: Global: Probiotic Drinks (Supermarkets and Hypermarkets) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 12: Global: Probiotic Drinks (Supermarkets and Hypermarkets) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 13: Global: Probiotic Drinks (Convenience Stores) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 14: Global: Probiotic Drinks (Convenience Stores) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 15: Global: Probiotic Drinks (Pharmacy Stores) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 16: Global: Probiotic Drinks (Pharmacy Stores) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 17: Global: Probiotic Drinks (Online Stores) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 18: Global: Probiotic Drinks (Online Stores) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 19: Global: Probiotic Drinks (Other Distribution Channels) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 20: Global: Probiotic Drinks (Other Distribution Channels) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 21: North America: Probiotic Drinks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 22: North America: Probiotic Drinks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 23: United States: Probiotic Drinks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 24: United States: Probiotic Drinks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 25: Canada: Probiotic Drinks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 26: Canada: Probiotic Drinks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 27: Asia-Pacific: Probiotic Drinks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 28: Asia-Pacific: Probiotic Drinks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 29: China: Probiotic Drinks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 30: China: Probiotic Drinks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 31: Japan: Probiotic Drinks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 32: Japan: Probiotic Drinks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 33: India: Probiotic Drinks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 34: India: Probiotic Drinks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 35: South Korea: Probiotic Drinks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 36: South Korea: Probiotic Drinks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 37: Australia: Probiotic Drinks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 38: Australia: Probiotic Drinks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 39: Indonesia: Probiotic Drinks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 40: Indonesia: Probiotic Drinks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 41: Others: Probiotic Drinks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 42: Others: Probiotic Drinks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 43: Europe: Probiotic Drinks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 44: Europe: Probiotic Drinks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 45: Germany: Probiotic Drinks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 46: Germany: Probiotic Drinks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 47: France: Probiotic Drinks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 48: France: Probiotic Drinks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 49: United Kingdom: Probiotic Drinks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 50: United Kingdom: Probiotic Drinks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 51: Italy: Probiotic Drinks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 52: Italy: Probiotic Drinks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 53: Spain: Probiotic Drinks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 54: Spain: Probiotic Drinks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 55: Russia: Probiotic Drinks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 56: Russia: Probiotic Drinks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 57: Others: Probiotic Drinks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 58: Others: Probiotic Drinks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 59: Latin America: Probiotic Drinks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 60: Latin America: Probiotic Drinks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 61: Brazil: Probiotic Drinks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 62: Brazil: Probiotic Drinks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 63: Mexico: Probiotic Drinks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 64: Mexico: Probiotic Drinks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 65: Others: Probiotic Drinks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 66: Others: Probiotic Drinks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 67: Middle East and Africa: Probiotic Drinks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 68: Middle East and Africa: Probiotic Drinks Market: Breakup by Country (in %), 2023

Figure 69: Middle East and Africa: Probiotic Drinks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 70: Global: Probiotic Drinks Industry: SWOT Analysis

Figure 71: Global: Probiotic Drinks Industry: Value Chain Analysis

Figure 72: Global: Probiotic Drinks Industry: Porter's Five Forces Analysis

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