

# GLOBAL PROBIOTICS MARKET FORECAST 2017-2025

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## Abstracts

### KEY FINDINGS

The Probiotic market size is projected to grow from \$37741 million in 2016 to \$71948 million by 2025. The market is anticipated to grow at a CAGR of 7.49% during the forecast period of 2017-2025. The rising demand from the food and beverage industry is one of the primary drivers for the growth of Probiotic market.

### MARKET INSIGHTS

The Probiotic market is segmented on the basis of strain types, end-users, product and geography. The Probiotic market on the basis of strain types is segregated into lactobacillus, streptococcus, bifidobacterium, yeast and spore formers. The Probiotic market on the basis of end-user is segmented into human probiotic products and animal probiotic products. The Probiotic market on the basis of product is segmented into food and beverage, dietary and supplements, and animal feed. The food and beverage market is further segregated into dairy products, non-dairy products, cereals and fermented meat. The dietary and supplements market is further segmented into food supplements, nutrient supplements, specialty nutrients and infant formulas. The Probiotic market on the basis of geography is segmented into North America, Europe, Asia-Pacific and Rest of the world.

The rising demand in food and beverage industry, rising health concerns among the population, huge investments in the research and development, curative for intestine and gut disorders and an upsurge in the disposable income in emerging economies are dominant drivers for the growth of Probiotic market.

## **REGIONAL INSIGHTS**

Asia-Pacific probiotic market is anticipated to account for the largest market share in the global Probiotic market. The rising demand for probiotic drugs and supplements in the emerging countries are anticipated to drive the global probiotic market. Europe probiotic market is projected to proliferate throughout the forecast period due to technological advancements in the industry. North America is estimated to expand at a high CAGR during the forecast period.

## **COMPETITIVE INSIGHTS**

The leading players in the Probiotic market are Yakult Honsha Co Ltd, Danone, Danisco, Mother Dairy Fruit and Vegetables Inc, Hansen Holdings A/S, Bio Gaia AB, Arla Food Inc, Chr. Nestle SA, Lallemand Inc, Probi AB, Lifeway Foods Inc, I-Health Inc, General Mills Inc, Nebraska Cultures, and Ganeden.

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