

# **Asia Pacific Probiotic Drinks Market By Product (Diary based and Plant based), By Distribution Channel (Online and Offline), By Country, Industry Analysis and Forecast, 2020 - 2026**

<https://marketpublishers.com/r/A3615FA034A9EN.html>

Date: November 2020

Pages: 80

Price: US\$ 1,500.00 (Single User License)

ID: A3615FA034A9EN

## **Abstracts**

The Asia Pacific Probiotic Drinks Market would witness market growth of 10.4% CAGR during the forecast period (2020-2026).

The liquid probiotic's demand has more augmented than dry probiotics, owing to its application in yogurt, which is considered as the source of the most popular probiotics. Other products in which liquid probiotics are used include probiotic juices, kefir water, and yogurt-based drinks and are a good option for daily supplementation.

The market of probiotics product is very competitive and compelled by a rise in the trend of functional food & beverages as well as the increasing demand of the consumer for all-natural ingredients. As the key Indian player, Yakult has made a smart market move in which it has started exporting its Probiotic Drinks in the neighbouring countries, like Sri Lanka and Nepal. The food and beverage hulk, PepsiCo has acquired KeVita in 2016 which is an iridescent Probiotic Drinks brand presenting its tactical move in the market of healthy beverage.

The functionality of probiotic strains benefits in effective and efficient digestion and inhibits bacterial contamination, urinary tract infection, and yeast infection. Probiotics are considered as a part of functional foods and beverages and aid to enhance gut functionality. Consumers have become much more concerned about consuming probiotics so as to improve their gut health and it is boosting the sales of beverages containing functional ingredients and is projected to boost the Probiotic Drinks market, which is expected to have a good impact on the market in the coming years.

Based on Product, the market is segmented into Dairy based and Plant based. Based on Distribution Channel, the market is segmented into Online and Offline. Based on countries, the market is segmented into China, Japan, India, South Korea, Singapore, Australia, and Rest of Asia Pacific.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Nestle S.A., Danone S.A., PepsiCo, Inc., Fonterra Co-operative Group Limited, General Mills, Inc. (NextFoods), Kerry Group PLC, Amul (The Gujarat Co-operative Milk Marketing Federation Ltd.), Lifeway Foods, Inc., Grupo LALA SAB de CV, and Harmless Harvest, Inc.

### Scope of the Study

### Market Segmentation:

#### By Product

Diary based

Plant based

#### By Distribution Channel

Online

Offline

#### By Country

China

Japan

India

South Korea

Singapore

Australia

Rest of Asia Pacific

### Companies Profiled

Nestle S.A.

Danone S.A.

PepsiCo, Inc.

Fonterra Co-operative Group Limited

General Mills, Inc. (NextFoods)

Kerry Group PLC

Amul (The Gujarat Co-operative Milk Marketing Federation Ltd.)

Lifeway Foods, Inc.

Grupo LALA SAB de CV

Harmless Harvest, Inc.

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