

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

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Abstracts

The Europe Probiotic Drinks Market would witness market growth of 9.1% CAGR during the forecast period (2020-2026).

The Probiotic Drinks manufacturers are focused on presenting more innovative products with a variety of flavours and striking packaging. Though, selecting a significant strain can be a little bit challenging for the manufacturers because the performance levels of each strain vary. Lactobacillus and Bifidobacterium are two common strains that are in the production of probiotics products. However, the Bacillus strain is also gaining the attention of the producers as this strain can be exploited in most extreme processes of production.

The Probiotic Drinks market is mainly driven by the growing number of consumers who are health-conscious, particularly the younger generation. The Probiotic Drinks is an example of functional beverages that are helpful in enhancing the health conditions of the intestine by keeping a good balance of the gut.

Probiotics are also used as animal feed is gaining popularity due to the growing awareness in the livestock industry of their ability to improve the immunity of animals and also boosts the health conditions. The intake of probiotics in diets of animal improves their digestibility and maintain pH balance and this has resulted in an increased consumption amongst ruminants.

The growing demand for probiotics has also shown that consumers are favoring

products with established benefits. The augmented proof of health benefits related to probiotics for health refurbishment has amplified the customer prospects related to probiotics for health therapeutic functions. This preference for a natural, safe, and cost-effective substitute for drugs has managed the application of probiotics as therapeutic agents. The benefits of probiotics as therapeutic agents seem like a strain- and dose-dependent.

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 Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

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

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

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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