

# **LAMEA 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 Latin America, Middle East and Africa Probiotic Drinks Market would witness market growth of 10.2% CAGR during the forecast period (2020-2026).

Probiotics are supplementary forms present as components of foods & beverages. Their incorporation with economical health foods, like yogurt, fruit juices, and cultured dairy drinks has subsidized to substantial market size. The bacteria like Bifidobacteria and Lactobacilli are most commonly used and these bacteria are found in numerous dairy products such as yogurt. Among the dairy products, yogurt is the most popular choice for the intake of probiotics.

Probiotic Drinks are helpful in maintaining a healthy balance of intestinal bacteria and have many health benefits like weight loss, digestive health, and immune function. Consistent consumption of probiotics drinks enhances the bowel movement as well as improves nutrient absorption. Moreover, these drinks stimulate mental health as numerous studies have already proven that good mood and mental health are connected with gut health. Therefore, the product is also helpful in dropping anxiety, depression, autism, and obsessive-compulsive disorder (OCD). In addition to it, the products may also boost the functioning of the immune system as it promotes the production of natural antibodies in the body.

The rising demand for functional beverages across the world in order to enhance digestive health is aiding the growth of the market in the coming years. Consumers are gradually becoming more aware of the probiotics product and its importance for the

wellness of their gut. Moreover, the increasing health consciousness among the consumers, mainly young consumers, has driven the demand for probiotic products all across the world. Furthermore, the accessibility of ready-to-drink products for consumption has stimulated the market growth.

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 Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

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

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

### 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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