

# **North America 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 North America Probiotic Drinks Market would witness market growth of 8.3% CAGR during the forecast period (2020-2026).

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 awareness regarding the health benefits of the probiotics product has been driving its consumption among the consumers. According to a survey done by Kerry Group, in the U.S. approximately 75% of the consumers and more than 50% of consumers across the world are aware of the digestive benefits related to the product. The searches in Google for “microbiome” increased been increased by 267% in the past five years. Therefore, the Probiotic Drinks demand has increased with the rising health consciousness among consumers.

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.

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 U.S., Mexico, Canada, and Rest of North America.

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

US

Canada

Mexico

Rest of North America

### 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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