

# Brazil Probiotics Market - Forecasts from 2020 to 2025

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## Abstracts

Brazil Probiotics Market was valued at US\$1,495.345 million in 2019 and is expected to grow significantly during the forecast period. The Brazilian livestock outlook suggests that domestic consumption of pork is likely to grow further in 2020 and reach nearly 3.1 million metric tons (MMT) based on the assumption that the Brazilian economy will increase by over 2% in 2020. Additionally, large Brazilian packers are investing in pork production capacity to meet world demand for pork and beef consumption in Brazil remains second to chicken meat around 40% of total animal protein consumption in Brazil. It is also estimated that beef consumption will increase by nearly 2% in 2020. Further due to the expectation of the Brazilian economic activity bouncing back, it is estimated that the domestic demand for animal protein will strengthen during 2020. Subsequently, the growing beef consumption is partly a result of competition with other meats in the foodservice sector. Further, renowned packers have developed “house brands” for major restaurants and barbecue houses in Brazil. Also, the possibilities to be brought about by Brazil’s GDP in 2020 suggests that there will be lower inflation and unemployment rates, and higher consumer purchasing power.

Roughly 70% of the consumption of pork in Brazil is in the form of processed meats like ham and sausage, which is more expensive, and consequently, less competitive compared to beef and chicken. Pork consumption remains third to chicken and beef in Brazil’s consumer preference with 15% of total animal protein consumption in Brazil. The Brazilian pork industry has invested heavily in a domestic marketing campaign to increase consumption of fresh pork cuts, mostly in the foodservice [Source: USDA]. The aforementioned production levels, investments by producers and packers as well as favorable conditions to drive the consumption trend, collectively has the potential to propel the growth of Brazil's probiotics market during the forecast.

Further, in cognizance of this consumer trend that is surging upward, various developments have taken place in the Brazil Probiotics Market that is poised to fuel a

healthy growth of the market during the forecast period, driven by the human end-user perspective. For instance, Brazil's National Health Surveillance Agency (ANVISA) in 2019 has published guidance on requirements to have adhered to the use of probiotics in a food product and any related health claims. The use of probiotics in food requires a prior evaluation from the health agency under a resolution issued in 2018 by the Collegiate Board of Directors of the National Sanitary Surveillance Agency called RDC No.241/2018. Additionally, unequivocal proof of the identity of the probiotic microorganism's lineage; its safety; and its beneficial effect are the three main elements based on which ANVISA evaluates applications. To this end, it may be noted that in 2018, DuPont Nutrition & Health's Bifidobacterium lactis HN019 probiotic strain received approval from ANVISA supporting the probiotic strain's gastrointestinal health and immune function benefits.

## Segmentation

### By Application

Functional Food and Beverages

Dietary Supplements

Animal Feed

### By End-User

Human

Animal

### By Ingredient

Bacteria

§ Lactobacilli

§ Bifidobacterium

§ Streptococcus Thermophilus

Yeast

By Function

Regular

Preventative Healthcare

Therapeutic

By Type

Lactobacillus

Streptococcus

Bifidobacterium

Spore Formers

Others

By Form

Liquid

Dry

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