

# India Probiotics Market - Forecasts from 2020 to 2025

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## Abstracts

India Probiotics Market is expected to grow at a compound annual growth rate of 13.56% over the forecast period to reach a market size of US\$961.856 million in 2025 from US\$448.456 million in 2019. India has emerged as the second fastest-growing major economy in the world and is expected to be one of the top three economic powers by 2025, backed by its strong institutions and trade partnerships. India is the second most populated country in the world with a population of 1.37 billion of which 62% is below the age of 35. India's population continues to drive annual real GDP growth with private consumption accounting for almost 60% of GDP.

Food processors, importers, wholesalers, retailers, foodservice operators are all part of a developing agribusiness sector. Apart from being a large food producer, India's bulk, intermediate, consumer-oriented, and agricultural-related imports grew from US\$22 billion in 2013 to US\$25 billion in 2018, an increase of 10%. The market for consumer-oriented foods that are imported has risen by 68% in the 6 years before 2019 at an annual growth rate of 9%. This growth is facilitated by a growing number of professional, brand-oriented importers, and an increase in the number of modern retail outlets and hotels carrying imported products.

The Indian market however remains limited due to high tariffs, ongoing import restrictions, and strong competition from the domestic industry, the imported packaged and consumer-ready foods are found in a growing number of gourmet grocery stores, in the imported foods sections of larger store formats, and thousands of small neighborhood stores. Nevertheless, such diverse purchasing preference is also coupled with health-conscious consumers, which is on the rise in India. With yogurt occupying a traditional presence across the nation, many market players are making a significant investment in R&D as well as to make, various combinations of both "spoonable" and drinkable probiotic yogurt, available to the Indian consumers. These products are considered healthy snacks owing to the presence of a balanced source of proteins,

carbohydrates, fats, minerals, and vitamins.

For example, in 2017 Epigamia has launched Epigamia Artisanal Curd, India's first lactose-free curd that reportedly contained two gut-friendly strains - Lactobacillus Acidophilus and Bifidobacteria, which are important for a healthy digestive system. Further, Yakult Danone India, a 50:50 joint venture between Yakult Honsha and Danone, has in 2018 released the latest variant on its signature probiotic drink, called Yakult Light. It reportedly contains vitamins D and E, as well as Yakult's trademark Lactobacillus casei strain Shirota (LcS) but is made with less sugar. Moreover in 2019, Anlit Limited has unveiled a few products in delectable VitaBite formats targeting immune health. The immune probiotic bites are composed of two active probiotic strains, Bifidobacterium lactis (BI-04) and Lactobacillus acidophilus (La-14) and are infused with the company's flagship Long Life Probiotics (LLP) technology that ensures high stability for the live bacteria in an edible chewable matrix under ambient conditions for up to 24 months, simultaneously protecting the active probiotic bacteria from the harsh conditions of the stomach, without hindering colonization, thus ensuring the bacteria thrive inside the colon. Thus, due to the aforementioned upward trends, various developments have taken place in the India Probiotic Market that is poised to fuel a healthy growth of the market during the forecast period.

## 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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