

# Probiotics Dietary Supplement Market - Forecasts from 2017 to 2022

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## Abstracts

Probiotics dietary supplement market is projected to witness a CAGR of 8.09% during the forecast period to reach a total market size of US\$10.225 billion by 2022, increasing from US\$6.928 billion in 2017. Shifting people focus towards health and fitness is augmenting the need for nutritional diet while propelling demand for probiotics dietary supplements. In addition, growing number of digestive ailments among different age groups coupled with growing prevalence of chronic diseases is further contributing to the market growth. Other drivers include expanding urbanization, increasing disposable income along with changing lifestyle in developing countries. By application, the nutritional supplement is expected to grow at the high CAGR over the projected period. Growing demand for nutritional diet owing to mounting concern over health and fitness propel the segment growth.

Asia Pacific is expected to grow at the highest rate over the projected period. Large customer base coupled with rapidly urbanizing society drive the regional growth. The growing disposable income as well as increasing disease prevalence further contributes to the APAC market growth. Other drivers include growing demand for infant formula owing to rising awareness among parents about its benefits and increasing local players.

The Probiotics Dietary Supplement market is highly competition owing to the presence of numerous small and large vendors. Some of the key players discussed in the report include DowDuPont, Chr. Hansen Holding A/S, Royal DSM N.V., Cargill. Lifeway Foods, and Kibow Biotech among others. New product launch owing to continuous R&D and industry integrations are the major strategies being adopted by players to differentiate themselves from the competition.

## Segmentation

Probiotics Dietary Supplement market has been segmented by strain type, sales channel, application, and geography.

### By Strain Type

Lactobacillus

Bifidobacterium

Others

### By Sale Channel

Hypermarket

Specialty store

Pharmacies

Independent Retailers

Direct Sellers

Online

### By Application

Food Supplements

Speciality Nutrients

Infant Formula

Nutritional Supplements

### By Geography

North America

United States

Canada

Mexico

Others

South America

Brazil

Argentina

Others

Europe

United Kingdom

Germany

France

Italy  
Others  
Middle East and Africa  
UAE  
Saudi Arabia  
Others  
Asia Pacific  
Japan  
China  
India  
South Korea  
Australia  
Others

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