

# 2018-2023 Global Probiotic Dietary Supplement Consumption Market Report

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## Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Probiotic Dietary Supplement market for 2018-2023.

Probiotics are the friendliest types of bacteria and take up residence in our body from the day we are born. Probiotics are live micro-organisms which, when administered in adequate amounts, confer a health benefit on the host. While the traditional delivery vehicle for probiotics was fresh dairy products, they are now found in many varieties of food, beverages, dietary supplements and healthcare products. In this report, the probiotic dietary supplement are counted, which include Nutrition Supplements, Food Supplements, Infant Formula, Other type probiotic dietary supplement.

The global industry is dynamic and highly competitive. Companies focus more on R&D activities to develop new products. Some of the major companies include BioGaia and Probi AB, Chr. Hansen A/S, etc. among others. The industry is characterized by a high level of integration between raw material providers, manufacturers, and supplement manufacturers. BioGaia and Probi AB show such an integration across the value chain. Suppliers play an important role in integrating the value chain by providing quality raw materials. It helps the companies to integrate their businesses in a cost-effective way and shields them from hassles associated with raw material procurement. Companies such as Chr. Hansen is a leading global supplier of scientifically documented probiotic strains for infant formula, dietary supplement and health-care companies around the world.

Currently, a major challenge affecting the market growth is the limitation of downstream market. As large demand of healthy products at home and abroad, many companies

began to enter the field. Therefore, Probiotic Dietary Supplement market share is high fragmented.

Despite the presence of competition problems, due to the global recovery trend is clear, investors are still optimistic about this area, the future will still have more new investment enter the field. In the next five years, the consumption value will keep rapid growth.

Over the next five years, LPI(LP Information) projects that Probiotic Dietary Supplement will register a 7.6% CAGR in terms of revenue, reach US\$ 4650 million by 2023, from US\$ 3000 million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Probiotic Dietary Supplement market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

Powder Stick Pack

Capsule

Tablet

Probiotic Drops

Segmentation by application:

Pharmacy

Supermarkets

Online Stores

Hospitals and Clinics

Direct Sales

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

BioGaia

Probi AB

i-Health

Winclove

Probiotics International Ltd (Protexin)

UAS Labs

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In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

## Research objectives

To study and analyze the global Probiotic Dietary Supplement consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Probiotic Dietary Supplement market by identifying its various subsegments.

Focuses on the key global Probiotic Dietary Supplement manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Probiotic Dietary Supplement with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Probiotic Dietary Supplement submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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