

# 2018-2023 Global Probiotic Strains 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 Strains market for 2018-2023.

Probiotics contain friendly bacteria or yeast, which when consumed improve the balance of bacteria in the digestive system. Probiotic products such as yogurt, kefir, fermented milk, and other dairy products gain increased demand nowadays due to their effectiveness to improve immune system, synthesis of vitamins, and proteins. Such products have proven beneficial in curing mental illness, diarrhea, skin disorders, and urogenital disorders among others.

The global Probiotic Strains industry mainly concentrates in USA, Europe, China and Japan. The global leading players in this market are Chr. Hansen, Probi, Lallemand, Danisco (Dupont), Protexin, Cerbios-Pharma, Valio, Winclove, Novozymes and Morinaga Milk Industry.

Probiotics market share is fragmented in nature as the major five industry players held less than 40% of the global revenue in 2015. Shifting focus towards R&D to develop more efficient product in order attain point of difference is among the key strategy. Potential application scope in skin treatment products will create new functionalities in the industry.

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. Currently, the Probiotic Strains industry is not only begin to transit to Probiotic Strains products, while still extend in the resource-rich land and downstream industry chain.

Over the next five years, LPI(LP Information) projects that Probiotic Strains will register

a xx% CAGR in terms of revenue, reach US\$ xx million by 2023, from US\$ xx million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Probiotic Strains 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:

Lactobacillus

Bifidobacterium

Bacillus

Streptococcus

Saccharomyces

Enterococcus

Pediococcus

Lactococcus

Segmentation by application:

Animal Feed

Dietary Supplements

Functional food and beverage

Others

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:

Chr. Hansen

Probi

Lallemand

Danisco (Dupont)

Protexin

Cerbios-Pharma

Valio

Winclove

Novozymes

Morinaga Milk Industry

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 Strains 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 Strains market by identifying its various subsegments.

Focuses on the key global Probiotic Strains 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 Strains 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 Strains 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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