

Postbiotics Market by Source (Bacteria, Yeast), Application (Functional Food & Beverages, Dietary Supplements, Animal Feed, Cosmetics & Personal Care, and Pharmaceuticals), Form, Function, Manufacturing Technology, and Region - Global Forecast to 2030

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Abstracts

The postbiotics market is estimated at USD 146.7 million in 2025 and is projected to reach USD 224.8 million by 2030, at a CAGR of 8.9%.

The global postbiotics market is gaining significant traction, driven by increasing consumer awareness of gut health, immune support, and the demand for clean-label, shelf-stable ingredients. The growing demand for functional food & beverage products is also expected to drive the demand for the usage of postbiotic ingredients in these applications. The functional food & beverage sector has witnessed explosive growth, driven by a shift in consumer preferences toward health-enhancing everyday products. Foods fortified with ingredients that support immunity, digestion, energy, and mental clarity are now mainstream, especially in developed markets. Unlike probiotics, which require cold-chain logistics and can lose efficacy under processing conditions, postbiotics are heat-stable and shelf-stable, making them an ideal fit for beverages, high-protein bars, fermented dairy alternatives, and meal replacements. Their proven benefits in gut health and immune modulation allow brands to include science-backed claims on packaging, boosting consumer trust and driving adoption. However, consumers are less familiar with postbiotics compared to probiotics and prebiotics; thus, competition from established alternatives such as probiotics and prebiotics is expected to pose a challenge in the postbiotics market.

“Disruptions in the postbiotics market may offer opportunities for players.”

The postbiotic ingredients market is being disrupted by the development in microbial science, the shift in regulatory forces, and the growing need for safe & stable health ingredients. Postbiotics, or non-viable microbial cells or their metabolites, are becoming increasingly popular as a next-generation substitute for probiotics because of improved safety, shelf stability, and formulation flexibility. This transformation is especially evident in uses like functional foods, dietary supplements, cosmetics, and pet nutrition, where postbiotics provide distinctive benefits over live probiotics. Advances in fermentation technology and microbial inactivation are enabling developers to create customized, strain-specific postbiotic ingredients that provide specialized health benefits like gut health, immune function, and skin barrier function.

The market is also being formed by new formats and blends of products, such as synbiotic products combining probiotics, prebiotics, and postbiotics. Postbiotics are becoming a functional alternative to antibiotic growth promoters in animal nutrition, but in personal care, they are upending conventional actives in microbiome-driven skincare. Thus, the growth of personalized nutrition and microbiome testing is also allowing the creation of postbiotic solutions, further driving market evolution and differentiation.

The dietary supplement segment is projected to be one of the fastest-growing segments

Dietary supplements are a growing segment that serves the rising demand from consumers for proactive health management and preventive wellness methods. To address various functional benefits or promote general well-being, postbiotic products are designed to offer key advantages over probiotics, such as longer shelf life, no refrigeration requirement, and suitability for sensitive populations like infants and the elderly. Consumer awareness and adoption of preventative health measures are key factors propelling the rise of dietary supplements. In order to preserve optimal health and lower their risk of chronic diseases, many people are turning to supplements as a result of growing emphasis on self-care and rising healthcare costs. As a result, the market for dietary supplements has grown significantly, offering a wide range of offerings that address different health issues.

Yeast segment to grow at a significant rate among the sources in the postbiotics market

Postbiotics that are sourced from yeast hold a significant opportunity in the animal nutrition industry, particularly in the face of increasing challenges such as pathogen pressure, heat stress, high stocking densities, and the drive to reduce antibiotic use.

Yeast-sourced postbiotics offer various health benefits for livestock, such as poultry, aquatic animals, as well as pets. It helps in supporting gut health, improving feed efficiency, and enhancing immunity. Additionally, as the industry is shifting toward natural solutions to maintain animal welfare and productivity, yeast-based postbiotics are gaining traction in terms of usage to improve the overall animal well-being without relying on antibiotics.

US to dominate the North American postbiotics market during forecast period

The US market is one of the largest global markets for postbiotics. Consumers in the US are becoming increasingly interested in functional food ingredients that provide certain health benefits as preventative healthcare and nutrition gain importance. This need has been driven by factors like an aging population, growing healthcare expenses, and increased awareness of the connection between nutrition and health. Furthermore, producers can now create a broad variety of postbiotic products customized to satisfy a wide range of consumer tastes due to technological improvements and innovations in food processing procedures. These factors are expected to drive the demand for postbiotics in the region.

In-depth interviews have been conducted with chief executive officers (CEOs), directors, and other executives from various key organizations operating in the postbiotics market.

By Company Type: Tier 1–25%, Tier 2–45%, and Tier 3–30%

By Designation: CXOs–20%, Managers–50%, Executives–30%

By Region: North America–30%, Europe–25%, Asia Pacific–35%, and Rest of the World–10%

Prominent companies in the market include ADM (US), Cargill, Incorporated (US), dsm-firmenich (Netherlands), Kerry Group plc (Ireland), Associated British Foods plc (UK), BASF (Germany), Novozymes A/S, part of Novonesis Group (Denmark), International Flavors & Fragrances Inc (US), MCLS Europe B.V. (Netherlands), Phileo by Lesaffre (France), Lallemand Inc. (Canada), Sami-Sabinsa Group. (India), CJ CheilJedang Corp. (South Korea), Biotenova Sdn. Bhd. (Malaysia), Kirin Holdings Company, Limited (Japan), Bioprox Healthcare (France), MORINAGA MILK INDUSTRY CO., LTD. (Japan), SILAB (France), Probiotic Corp (Korea), Nutrignomix Sdn. Bhd. (Malaysia), Stratum Nutrition (US), BBT Biotech GmbH (Germany), and Verdesian Life Sciences

(US).

Research Coverage

This research report categorizes the postbiotics market by source (bacteria and yeast), by application (functional food & beverages, dietary supplements, cosmetics & personal care products, animal feed, and pharmaceutical), by form (dry and liquid), by function (qualitative) (digestive health, gut health, immune health, skin health, heart health, and other functions), by manufacturing technology (qualitative) (heat inactivation, spray drying, lyophilization, fermentation-derived fractionation, cell lysis & supernatant recovery, and encapsulation technologies), and region (North America, Europe, Asia Pacific, and Rest of the World).

The scope of the report covers detailed information regarding the major factors, such as drivers, restraints, challenges, and opportunities, influencing the growth of postbiotic ingredients. A thorough analysis of the key industry players has been done to provide insights into their business, services, key strategies, contracts, partnerships, agreements, product launches, mergers & acquisitions, and recent developments associated with the postbiotics market. This report covers the competitive analysis of upcoming startups in the postbiotics market ecosystem. Furthermore, industry-specific trends such as technology analysis, ecosystem & market mapping, and patent & regulatory landscape, among others, are also covered in the study.

Reasons to Buy This Report

The report offers market leaders/new entrants information on the closest approximations of the revenue numbers for the overall postbiotics and subsegments. It will help stakeholders understand the competitive landscape and gain more insights to better position their businesses and plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights into the following pointers:

Analysis of key drivers (rising consumer awareness of gut health and overall wellness), restraints (competition from established alternatives such as probiotics and prebiotics), opportunities (technological and economic advantages over probiotics), and challenges (regulatory uncertainty and lack of standardization) influencing the growth of the postbiotics market

Product Development/Innovation: Detailed insights on research & development activities and new product launches in the postbiotics market

Market Development: Comprehensive information about lucrative markets—the report analyzes postbiotics across varied regions

Market Diversification: Exhaustive information about new product sources, untapped geographies, recent developments, and investments in the postbiotics market

Competitive Assessment: In-depth assessment of market shares, growth strategies, product offerings, brand/product comparison, and product footprints of leading players such as ADM (US), Cargill, Incorporated (US), dsm-firmenich (Netherlands), Kerry Group plc (Ireland), Associated British Foods plc (UK), BASF (Germany), Novozymes A/S, part of Novonesis Group (Denmark), International Flavors & Fragrances Inc (US), MCLS Europe B.V. (Netherlands), Phileo by Lesaffre (France), Lallemand Inc. (Canada), Sami-Sabinsa Group. (India), CJ CheilJedang Corp. (South Korea), and other players in the postbiotics market.

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