

Precision Biotics Market by Type (Precision Probiotics, Next-generation Probiotics, Synbiotics, Postbiotics), End Use Industry, Health/Functional Positioning, Distribution Channel, and Region – Global Forecast to 2031

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Abstracts

The precision biotics market is estimated to record USD 4.91 billion in 2026 and reach USD 9.26 billion by 2031, at a CAGR of 13.5% from 2026 to 2031.

“Gut & brain segment is driving market growth due to the rising focus on the gut-brain axis and personalized mental wellness solutions”

The gut & brain sub-segment under health/functional positioning is expected to witness the fastest growth in the precision biotics market owing to the growing awareness about the gut-brain axis and rising cases of stress, anxiety, depression, and other mental conditions. The ongoing developments in microbiome science, growing scientific evidence of the impact of gut microbiota on brain function, and the need for tailored solutions for improving mental wellness are leading to the rising use of precision biotics for gut and brain health.

“E-commerce is driving market growth through expanding online retail and digital health platforms”

E-commerce is expected to become the fastest-growing route for distribution within the precision biotics market owing to the rising online purchasing trends and consumers' growing inclination toward easily available precision biotics products online. The development of online pharmacies, health and wellness platforms, as well as personalized offerings and recommendations, makes precision biotics more readily

available, while competitive prices, broad product availability, and delivery at home keep boosting sales online.

“North America is expected to hold a significant share in the global precision biotics market owing to its advanced microbiome research ecosystem & strong industry presence”

North America holds the major share in the precision biotics market owing to the well-developed research ecosystem for microbiome, the presence of prominent precision biotics firms, and the use of personalized nutrition and preventive healthcare. Some other factors that contribute to the success of North America include the established healthcare infrastructure, rising awareness among consumers about gut health, innovations in microbiome, and access to clinically tested precision biotics.

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

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

By Designation: CXOs – 25%, Managers – 35%, Others – 40%

By Region: North America – 20%, Europe – 30%, Asia Pacific – 35%, and Rest of the World – 5%

Prominent companies in the market include BioGaia (Sweden), Novonesis Group (Denmark), Procter & Gamble (US), Unilever (UK), dsm-firmenich (Switzerland), Metagenics, LLC (US), Yakult Honsha Co., Ltd (Japan), Danone (France), KANEKA CORPORATION (Japan), Symrise (Germany)- (Probi), Jarrow Formulas, Inc (US), Pendulum (US), thegoodbug (India), Seed Health, Inc (US), Infanant Health Inc (US), and others.

Research Coverage

This research report categorizes the precision biotics market by type (precision probiotics, next generation probiotics (NGPs), synbiotics, postbiotics), end-use industry (dietary supplements, functional food & beverages, pet supplements, pharmaceutical (OTC), infant formula, cosmetics, animal feed), health/functional positioning (digestive &

gastrointestinal health, women's health, pediatric & infant health, skin health, gut & brain health, metabolic health, immune health, oral & dental health), distribution channel (pharmacies, retail, specialty stores, e-commerce, DTC subscription platforms), and region (North America, Europe, Asia Pacific, Rest of the World).

The report's scope encompasses detailed information on the major factors, including drivers, restraints, challenges, and opportunities, that influence the growth of the Precision Biotics industry. 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 Precision Biotics market. This report provides a competitive analysis of emerging startups in the Precision Biotics market ecosystem. Furthermore, the study covers industry-specific trends, including technology analysis, ecosystem & market mapping, and patent & regulatory landscape, among others.

Reasons to Buy This Report

The report provides market leaders/new entrants with information on the closest approximations of revenue numbers for the overall precision biotics and its 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 (Growing Adoption of Personalized & Targeted Nutrition and Microbiome-based Healthcare, Growing Incidence of Gastrointestinal Disorders), restraints (High Development Costs of Strain-Specific Precision Biotics, Complex Regulatory Pathways for Personalized Microbiome Products), opportunities (Increasing Partnerships Between Biotech Firms and Healthcare Providers, Rising Demand for Precision Nutrition in Chronic Disease Management), and challenges (Ensuring Strain Stability and Product Quality Across Supply Chains, Need for Robust Clinical Evidence to Support Health Claims)

Product Development/Innovation: Detailed insights into research & development activities and product launches in the precision biotics market

Market Development: Comprehensive information about lucrative markets—analysis of precision biotics across varied regions

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

Competitive Assessment: In depth assessment of market shares, growth strategies, product offerings, brand/product comparison, and product footprints of leading players such as Darling Ingredients (US), Tessenderlo Group (Belgium) - BioGaia (Sweden), Novonesis Group (Denmark), Procter & Gamble (US), Unilever (UK), dsm-firmenich (Switzerland), Metagenics, LLC (US), Yakult Honsha Co., Ltd (Japan), Danone (France), KANEKA CORPORATION (Japan), Symrise (Germany)-(Probi), Jarrow Formulas, Inc (US), Pendulum (US), thegoodbug (India), Seed Health, Inc (US), Infinant Health Inc (US), and other players in the precision biotics market.

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