

Probiotics Market by Strain (Bacillus), by Product Type (Dairy Food {Yogurt}, Baked Food}, Animal Feed), By Form (Liquid), By Sales Channel (Super Markets, Pharmacies), By End-User (Human {Adults, Senior}, Animal), and Geography– Global Forecast To 2027

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Abstracts

Probiotics Market by Strain (Bacteria {Bacillus}), by Product Type (Dairy Food {Yogurt, Baked Food}), by Form (Liquid), by Sales Channel (Super Markets, Pharmacies), by End-User (Human {Adults, Senior}, Animal), and Geography– Global Forecast to 2027

The research report titled “Probiotics Market by Strain (Bacteria {Bacillus}), by Product Type (Dairy Food {Yogurt, Baked Food}), by Form (Liquid), by Sales Channel (Super Markets, Pharmacies), by End-User (Human {Adults, Senior}, Animal), and Geography– Global Forecast to 2027” provides an in-depth analysis of the market in five major geographies and emphasizes the current market trends, market size, market share, recent developments, and forecast till 2027. The probiotics market is expected to grow at a CAGR of 5.6% from 2020 to 2027 to reach \$75.9 billion by 2027.

The growth of this market is mainly attributed to the growing consumer awareness regarding the health benefits of probiotics, increasing use of probiotics as an alternative to antibiotics, and growing research programs on probiotics for new applications. Moreover, the growing use of probiotics for children and e-commerce growth is expected to create lucrative opportunities for players operating in this market. However, complex regulations related to probiotics are expected to hinder the growth of this market to some extent.

The study offers a comprehensive analysis of the probiotics market with respect to strain, product type, form, sales channel, end user, and geography. The probiotics market is mainly segmented by strain (bacteria and yeast strain products), product type (functional food & beverages, medical & dietary supplements, and animal feed), form (liquid and dry), sales channel (offline and online sales), end user (humans and animals), and geography. The study also evaluates industry competitors and analyses the market at a country level.

Based on strain, the yeast strain products segment is expected to grow at the highest CAGR during the forecast period. The increasing use of yeast strain in animal feed & functional food and the rising use of probiotics as an alternative to antibiotics are the major drivers for the growth of this segment. Besides, increasing demand for yeast strain-based medicines due to proven positive results for reducing the risk of chronic diseases is expected to boost its demand in the forecast period.

Based on product type, the functional food & beverages segment is expected to command the largest share of the overall probiotics market in 2020. The large share of this market is mainly attributed to the rising health and wellness trends; growing consumer interest for functional food, particularly probiotics that can support digestive health; and the growing application of probiotics in yogurt.

Based on form, the dry form segment is expected to grow at the highest CAGR during the forecast period. Dry probiotics offer advantages, such as better handling & transport, ease of use, affordability, and the ability to avoid costly formulation mistakes.

Based on sales channel, the probiotics market is segmented into offline and online sales. The offline sales segment is expected to command the largest share of the overall probiotics market in 2020. The large share of this segment is mainly attributed to the rising interest in healthy eating habits, growing number of pharmacies, and the expanding probiotics supplements industry.

Based on end user, the animals segment is expected to grow at the highest CAGR during the forecast period. The animal probiotics sector has witnessed significant growth due to the growing pressure regarding reducing the use of antibiotics in feed. Further, the growing awareness among pet owners, cattle farmers, and hobbyists regarding the advantages of probiotics for animal health offer significant opportunities for players operating in the animal probiotics market.

Geographically, Asia-Pacific is expected to command the major share of the overall

probiotics market in 2020. The leading position of the region is primarily attributed to the increased consumer awareness regarding digestive health, immunity, and overall wellness; growing number of diabetics and overweight people; increasing demand for non-dairy probiotics food; the presence of key players in the digestive health products marketplace; and rising innovations in probiotics formulations.

The report includes a competitive landscape based on an extensive assessment of the key strategic developments adopted by the leading market participants in the probiotics market over the last four years (2017–2020). The key players operating in the probiotics market are Probi AB (Sweden), BioGaia AB (Sweden), Nestlé S.A. (Switzerland), Chr. Hasen Holding A/S (Denmark), Danone S.A. (France), Yakult Honsha Co., Ltd. (Japan), Lallemand Inc. (Canada), Lifeway Foods Inc. (U.S.), Dupont de Nemours, Inc. (U.S.), Kerry Group plc (Ireland), Archer Daniels Midland Co. (U.S.), Deerland Probiotics & Enzymes Inc. (U.S.), KeVita, Inc. (a part of PepsiCo Inc.) (U.S.), Evolve BioSystems (U.S.), Cell Biotech Co., Ltd. (Korea), and Probiotical S.p.A. (Italy).

Key questions answered in the report-

Which are the high growth market segments in terms of the strain, product type, form, sales channel, end user, and countries/regions?

What is the historical market for probiotics across the globe?

What are the market forecasts and estimates for the period of 2020-2027?

What are the major drivers, restraints, and opportunities in the probiotics market?

Who are the major players in the global market, and what share of the market do they hold?

Who are the major players in various countries, and what share of the market do they hold?

How is the competitive landscape?

What recent developments have taken place in the probiotics market?

What are the different strategies adopted by the major players in this market?

What are the key geographic trends, and which are the high-growth countries?

Who are the local emerging players in the probiotics market, and how do they compete with the other market players?

Contents

1. INTRODUCTION

- 1.1. Market Ecosystem
- 1.2. Currency
 - 1.2.1. Limitations
- 1.3. Key Stakeholders

2. RESEARCH METHODOLOGY

- 2.1. Research Process
- 2.2. Data Collection & Validation
 - 2.2.1. Secondary Research
 - 2.2.2. Primary Research
- 2.3. Market Assessment
 - 2.3.1. Market Size Estimation
 - 2.3.1.1. Bottom-Up Approach
 - 2.3.1.2. Top-Down Approach
 - 2.3.1.3. Growth Forecast
- 2.4. Assumptions for the Study
- 2.5. Limitations for the Study

3. EXECUTIVE SUMMARY

4. MARKET DYNAMICS

- 4.1. Introduction
- 4.2. Drivers
 - 4.2.1. Growing Awareness Regarding the Benefits of Probiotic-Induced Foods
 - 4.2.2. Increasing Use of Probiotics as an Alternative to Antibiotics
 - 4.2.3. Growing Research on Probiotics
- 4.3. Restraints
 - 4.3.1. Complex Regulations Related to Probiotics
- 4.4. Opportunities
 - 4.4.1. Growing Use of Probiotics in infant Feeding
- 4.5. Trends
 - 4.5.1. E-Commerce Growth
- 4.6. The Impact of Covid-19 on the Probiotics Market

5. REGULATORY ANALYSIS

6. GLOBAL PROBIOTICS MARKET, BY STRAIN

6.1. Introduction

6.2. Bacteria

6.2.1. Multi-Bacterial Strain Products

6.2.2. Lactobacillus

6.2.3. Bifidobacterium

6.2.4. Streptococcus thermophilus

6.2.5. Bacillus

6.2.6. Other Bacterial Strain Products

6.3. Yeast

7. GLOBAL PROBIOTICS MARKET, BY PRODUCT TYPE

7.1. Functional Food & Beverages

7.1.1. Dairy Based

7.1.1.1. Yogurt

7.1.1.2. Cheese

7.1.1.3. Kefir

7.1.1.4. Probiotic Milk

7.1.1.5. Other Dairy Based Products

7.1.2. Non-Dairy Based

7.1.2.1. Non-Dairy Yogurt

7.1.2.2. Non-Dairy Kefir

7.1.2.3. Fruit and Vegetable Juices

7.1.2.4. Baked Food

7.1.2.5. Other Non-Dairy Based Products

7.2. Medical & Dietary Supplements

7.2.1. Nutritional Supplements

7.2.2. Specialty Nutrients

7.2.3. Infant formula

7.3. Animal Feed

8. GLOBAL PROBIOTICS MARKET, BY FORM

8.1. Introduction

8.2. Liquid Probiotics

8.3. Dry Probiotics

8.3.1. Capsules & Tablets

8.3.2. Powders

8.3.3. Semi-Solid & Gels

8.3.4. Stick Packs

9. GLOBAL PROBIOTICS MARKET, BY SALES CHANNEL

9.1. Introduction

9.2. Offline Sales

9.2.1. Supermarkets

9.2.2. Pharmacies

9.2.3. Health Food Stores

9.3. Online Sales

10. GLOBAL PROBIOTICS MARKET, BY END USER

10.1. Introduction

10.2. Humans

10.2.1. Adults (18-65 Years)

10.2.2. Seniors (Above 65 Years)

10.2.3. Children & Adolescents (

List Of Tables

LIST OF TABLES

Table 1 Selected Probiotic Strains and Products Available in the U.S. and Europe

Table 2 Global Probiotics Market Size, by Strain, 2018–2027 (USD Million)

Table 3 Global Bacterial Strain Products Market Size, by Type, 2018–2027 (USD Million)

Table 4 Global Bacterial Strain Products Market Size, by Country/Region, 2018–2027 (USD Million)

Table 5 Global Multi-Bacterial Strain Products Market Size, by Country/Region, 2018–2027 (USD Million)

Table 6 Global Lactobacillus Strain Products Market Size, by Country/Region, 2018–2027 (USD Million)

Table 7 Global Bifidobacterium Strain Products Market Size, by Country/Region, 2018–2027 (USD Million)

Table 8 Global Streptococcus thermophilus Strain Products Market Size, by Country/Region, 2018–2027 (USD Million)

Table 9 Global Bacillus Strain Products Market Size, by Country/Region, 2018–2027 (USD Million)

Table 10 Global Other Bacterial Strain Products Market Size, by Country/Region, 2018–2027 (USD Million)

Table 11 Global Probiotics Yeast Strain Products Market Size, by Country/Region, 2018–2027 (USD Million)

Table 12 Global Probiotics Market Size, by Product Type, 2018–2027 (USD Million)

Table 13 Global Functional Food & Beverages Market, by Type, 2018–2027 (USD Million)

Table 14 Global Functional Food & Beverages Market, by Country/Region, 2018–2027 (USD Million)

Table 15 Global Dairy Based Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 16 Global Dairy Based Probiotics Market Size, by Country/Region, 2018–2027 (USD Million)

Table 17 Global Probiotics Yogurt Market Size, by Country/Region, 2018–2027 (USD Million)

Table 18 Global Probiotics Cheese Market Size, by Country/Region, 2018–2027 (USD Million)

Table 19 Global Probiotics Kefir Market Size, by Country/Region, 2018–2027 (USD Million)

Table 20 Global Probiotic Milk Market Size, by Country/Region, 2018–2027 (USD Million)

Million)

Table 21 Global Other Dairy Based Products Probiotics Market Size, by Country/Region, 2018–2027 (USD Million)

Table 22 Global Non-Dairy Based Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 23 Global Non-Dairy Based Probiotics Market Size, by Country/Region, 2018–2027 (USD Million)

Table 24 Global Non-Dairy Yogurt Market Size, by Country/Region, 2018–2027 (USD Million)

Table 25 Global Probiotics Non-Dairy Kefir Market Size, by Country/Region, 2018–2027 (USD Million)

Table 26 Global Probiotics Fruit and Vegetable Juices Market Size, by Country, 2018–2027 (USD Million)

Table 27 Global Probiotics Market Size for Baked Food, by Country/Region, 2018–2027 (USD Million)

Table 28 Global Other Non-Dairy Based Probiotics Market Size, by Country/Region, 2018–2027 (USD Million)

Table 29 Global Medical & Dietary Supplements Market, by Type, 2018–2027 (USD Million)

Table 30 Global Medical & Dietary Supplements Market, by Country/Region, 2018–2027 (USD Million)

Table 31 Global Nutritional Supplements Market Size, by Country/Region, 2018–2027 (USD Million)

Table 32 Global Probiotics Market Size for Specialty Nutrients, by Country, 2018–2027 (USD Million)

Table 33 Global infant Formula Market Size, by Country/Region, 2018–2027 (USD Million)

Table 34 Global Animal Feed Probiotics, by Country/Region, 2018–2027 (USD Million)

Table 35 Global Probiotics Market Size, by Form, 2018–2027 (USD Million)

Table 36 Global Liquid Probiotics Market Size, by Country/Region, 2018–2027 (USD Million)

Table 37 Global Dry Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 38 Global Dry Probiotics Market Size, by Country/Region, 2018–2027 (USD Million)

Table 39 Global Capsules & Tablets Market, by Country/Region, 2018–2027 (USD Million)

Table 40 Global Powder Probiotics Market Size, by Country/Region, 2018–2027 (USD Million)

Table 41 Global Semi-Solid & Gel Probiotics Market Size, by Country/Region,

2018–2027 (USD Million)

Table 42 Global Stick Pack Probiotics Market Size, by Country/Region, 2018–2027 (USD Million)

Table 43 Global Probiotics Market Size, by Sales Channel, 2018–2027 (USD Million)

Table 44 Global Offline Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 45 Global Offline Probiotics Market Size, by Country/Region, 2018–2027 (USD Million)

Table 46 Global Supermarket Probiotics Market Size, by Country/Region, 2018–2027 (USD Million)

Table 47 Global Pharmacy Probiotics Market Size, by Country/Region, 2018–2027 (USD Million)

Table 48 Global Health Food Store Probiotics Market Size, by Country/Region, 2018–2027 (USD Million)

Table 49 Global Online Probiotics Market Size, by Country/Region, 2018–2027 (USD Million)

Table 50 Global Probiotics Market Size, by End User, 2018–2027 (USD Million)

Table 51 Global Human Probiotics Market Size, by Age Group, 2018–2027 (USD Million)

Table 52 Global Human Probiotics Market Size, by Country/Region, 2018–2027 (USD Million)

Table 53 Global Probiotics Market Size for Adults, by Country/Region, 2018–2027 (USD Million)

Table 54 Global Probiotics Market Size for Seniors, by Country/Region, 2018–2027 (USD Million)

Table 55 Global Probiotics Market for Children & Adolescents, by Country/Region, 2018–2027 (USD Million)

Table 56 Global Animal Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 57 Global Animal Probiotics Market Size, by Country/Region, 2018–2027 (USD Million)

Table 58 Global Poultry Probiotics Market Size, by Country/Region, 2018–2027 (USD Million)

Table 59 Global Ruminant Probiotics Market Size, by Country/Region, 2018–2027 (USD Million)

Table 60 Global Swine Probiotics Market Size, by Country/Region, 2018–2027 (USD Million)

Table 61 Global Aquaculture Probiotics Market Size, by Country/Region, 2018–2027 (USD Million)

Table 62 Global Pet Probiotics Market Size, by Country/Region, 2018–2027 (USD Million)

Table 63 Global Other Animal Probiotics Market Size, by Country/Region, 2018–2027 (USD Million)

Table 64 Global Probiotics Market Size, by Country/Region, 2018–2027 (USD Million)

Table 65 Asia-Pacific: Probiotics Market Size, by Country, 2018–2027 (USD Million)

Table 66 Asia-Pacific: Probiotics Market Size, by Strain, 2018–2027 (USD Million)

Table 67 Asia-Pacific: Bacteria Strain Products Market Size, by Type, 2018–2027 (USD Million)

Table 68 Asia-Pacific: Probiotics Market Size, by Product Type, 2018–2027 (USD Million)

Table 69 Asia-Pacific: Probiotics Market Size for Functional Food & Beverages, by Type, 2018–2027 (USD Million)

Table 70 Asia-Pacific: Probiotics Market Size for Dairy Based Products, by Type, 2018–2027 (USD Million)

Table 71 Asia-Pacific: Probiotics Market Size for Non-Dairy Based Products, by Type, 2018–2027 (USD Million)

Table 72 Asia-Pacific: Probiotics Market Size for Medical & Dietary Supplements, by Type, 2018–2027 (USD Million)

Table 73 Asia-Pacific: Probiotics Market Size, by Form, 2018–2027 (USD Million)

Table 74 Asia-Pacific: Dry Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 75 Asia-Pacific: Probiotics Market Size, by Sales Channel, 2018–2027 (USD Million)

Table 76 Asia-Pacific: Offline Sales Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 77 Asia-Pacific: Probiotics Market Size, by End User, 2018–2027 (USD Million)

Table 78 Asia-Pacific: Human Probiotics Market Size, by Age Group, 2018–2027 (USD Million)

Table 79 Asia-Pacific: Animal Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 80 China: Probiotics Market Size, by Strain, 2018–2027 (USD Million)

Table 81 China: Bacteria Strain Products Market Size, by Type, 2018–2027 (USD Million)

Table 82 China: Probiotics Market Size, by Product Type, 2018–2027 (USD Million)

Table 83 China: Probiotics Market Size for Functional Food & Beverages, by Type, 2018–2027 (USD Million)

Table 84 China: Probiotics Market Size for Dairy Based Products, by Type, 2018–2027 (USD Million)

Table 85 China: Probiotics Market Size for Non-Dairy Based Products, by Type, 2018–2027 (USD Million)

Table 86 China: Probiotics Market Size for Medical & Dietary Supplements, by Type,

2018–2027 (USD Million)

Table 87 China: Probiotics Market Size, by Form, 2018–2027 (USD Million)

Table 88 China: Dry Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 89 China: Probiotics Market Size, by Sales Channel, 2018–2027 (USD Million)

Table 90 China: Offline Sales Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 91 China: Probiotics Market Size, by End User, 2018–2027 (USD Million)

Table 92 China: Human Probiotics Market Size, by Age Group, 2018–2027 (USD Million)

Table 93 China: Animal Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 94 Japan: Probiotics Market Size, by Strain, 2018–2027 (USD Million)

Table 95 Japan: Bacteria Strain Products Market Size, by Type, 2018–2027 (USD Million)

Table 96 Japan: Probiotics Market Size, by Product Type, 2018–2027 (USD Million)

Table 97 Japan: Probiotics Market Size for Functional Food & Beverages, by Type, 2018–2027 (USD Million)

Table 98 Japan: Probiotics Market Size for Dairy Based Products, by Type, 2018–2027 (USD Million)

Table 99 Japan: Probiotics Market Size for Non-Dairy Based Products, by Type, 2018–2027 (USD Million)

Table 100 Japan: Probiotics Market Size for Medical & Dietary Supplements, by Type, 2018–2027 (USD Million)

Table 101 Japan: Probiotics Market Size, by Form, 2018–2027 (USD Million)

Table 102 Japan: Dry Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 103 Japan: Probiotics Market Size, by Sales Channel, 2018–2027 (USD Million)

Table 104 Japan: Offline Sales Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 105 Japan: Probiotics Market Size, by End User, 2018–2027 (USD Million)

Table 106 Japan: Human Probiotics Market Size, by Age Group, 2018–2027 (USD Million)

Table 107 Japan: Animal Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 108 South Korea: Probiotics Market Size, by Strain, 2018–2027 (USD Million)

Table 109 South Korea: Bacteria Strain Products Market Size, by Type, 2018–2027 (USD Million)

Table 110 South Korea: Probiotics Market Size, by Product Type, 2018–2027 (USD Million)

Table 111 South Korea: Probiotics Market Size for Functional Food & Beverages, by Type, 2018–2027 (USD Million)

Table 112 South Korea: Probiotics Market Size for Dairy Based Products, by Type,

2018–2027 (USD Million)

Table 113 South Korea: Probiotics Market Size for Non-Dairy Based Products, by Type, 2018–2027 (USD Million)

Table 114 South Korea: Probiotics Market Size for Medical & Dietary Supplements, by Type, 2018–2027 (USD Million)

Table 115 South Korea: Probiotics Market Size, by Form, 2018–2027 (USD Million)

Table 116 South Korea: Dry Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 117 South Korea: Probiotics Market Size, by Sales Channel, 2018–2027 (USD Million)

Table 118 South Korea: Offline Sales Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 119 South Korea: Probiotics Market Size, by End User, 2018–2027 (USD Million)

Table 120 South Korea: Human Probiotics Market Size, by Age Group, 2018–2027 (USD Million)

Table 121 South Korea: Animal Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 122 Australia: Probiotics Market Size, by Strain, 2018–2027 (USD Million)

Table 123 Australia: Bacteria Strain Products Market Size, by Type, 2018–2027 (USD Million)

Table 124 Australia: Probiotics Market Size, by Product Type, 2018–2027 (USD Million)

Table 125 Australia: Probiotics Market Size for Functional Food & Beverages, by Type, 2018–2027 (USD Million)

Table 126 Australia: Probiotics Market Size for Dairy Based Products, by Type, 2018–2027 (USD Million)

Table 127 Australia: Probiotics Market Size for Non-Dairy Based Products, by Type, 2018–2027 (USD Million)

Table 128 Australia: Probiotics Market Size for Medical & Dietary Supplements, by Type, 2018–2027 (USD Million)

Table 129 Australia: Probiotics Market Size, by Form, 2018–2027 (USD Million)

Table 130 Australia: Dry Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 131 Australia: Probiotics Market Size, by Sales Channel, 2018–2027 (USD Million)

Table 132 Australia: Offline Sales Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 133 Australia: Probiotics Market Size, by End User, 2018–2027 (USD Million)

Table 134 Australia: Human Probiotics Market Size, by Age Group, 2018–2027 (USD Million)

Table 135 Australia: Animal Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 136 India: Probiotics Market Size, by Strain, 2018–2027 (USD Million)

Table 137 India: Bacteria Strain Products Market Size, by Type, 2018–2027 (USD Million)

Table 138 India: Probiotics Market Size, by Product Type, 2018–2027 (USD Million)

Table 139 India: Probiotics Market Size for Functional Food & Beverages, by Type, 2018–2027 (USD Million)

Table 140 India: Probiotics Market Size for Dairy Based Products, by Type, 2018–2027 (USD Million)

Table 141 India: Probiotics Market Size for Non-Dairy Based Products, by Type, 2018–2027 (USD Million)

Table 142 India: Probiotics Market Size for Medical & Dietary Supplements, by Type, 2018–2027 (USD Million)

Table 143 India: Probiotics Market Size, by Form, 2018–2027 (USD Million)

Table 144 India: Dry Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 145 India: Probiotics Market Size, by Sales Channel, 2018–2027 (USD Million)

Table 146 India: Offline Sales Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 147 India: Probiotics Market Size, by End User, 2018–2027 (USD Million)

Table 148 India: Human Probiotics Market Size, by Age Group, 2018–2027 (USD Million)

Table 149 India: Animal Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 150 Rest of Asia-Pacific: Probiotics Market Size, by Strain, 2018–2027 (USD Million)

Table 151 Rest of Asia-Pacific: Bacteria Strain Products Market Size, by Type, 2018–2027 (USD Million)

Table 152 Rest of Asia-Pacific: Probiotics Market Size, by Product Type, 2018–2027 (USD Million)

Table 153 Rest of Asia-Pacific: Probiotics Market Size for Functional Food & Beverages, by Type, 2018–2027 (USD Million)

Table 154 Rest of Asia-Pacific: Probiotics Market Size for Dairy Based Products, by Type, 2018–2027 (USD Million)

Table 155 Rest of Asia-Pacific: Probiotics Market Size for Non-Dairy Based Products, by Type, 2018–2027 (USD Million)

Table 156 Rest of Asia-Pacific: Probiotics Market Size for Medical & Dietary Supplements, by Type, 2018–2027 (USD Million)

Table 157 Rest of Asia-Pacific: Probiotics Market Size, by Form, 2018–2027 (USD Million)

Table 158 Rest of Asia-Pacific: Dry Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 159 Rest of Asia-Pacific: Probiotics Market Size, by Sales Channel, 2018–2027

(USD Million)

Table 160 Rest of Asia-Pacific: Offline Sales Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 161 Rest of Asia-Pacific: Probiotics Market Size, by End User, 2018–2027 (USD Million)

Table 162 Rest of Asia-Pacific: Human Probiotics Market Size, by Age Group, 2018–2027 (USD Million)

Table 163 Rest of Asia-Pacific: Animal Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 164 Europe: Probiotics Market Size, by Country/Region, 2018–2027 (USD Million)

Table 165 Europe: Probiotics Market Size, by Strain, 2018–2027 (USD Million)

Table 166 Europe: Bacteria Strain Products Market Size, by Type, 2018–2027 (USD Million)

Table 167 Europe: Probiotics Market Size, by Product Type, 2018–2027 (USD Million)

Table 168 Europe: Probiotics Market Size for Functional Food & Beverages, by Type, 2018–2027 (USD Million)

Table 169 Europe: Probiotics Market Size for Dairy Based Products, by Type, 2018–2027 (USD Million)

Table 170 Europe: Probiotics Market Size for Non-Dairy Based Products, by Type, 2018–2027 (USD Million)

Table 171 Europe: Probiotics Market Size for Medical & Dietary Supplements, by Type, 2018–2027 (USD Million)

Table 172 Europe: Probiotics Market Size, by Form, 2018–2027 (USD Million)

Table 173 Europe: Dry Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 174 Europe: Probiotics Market Size, by Sales Channel, 2018–2027 (USD Million)

Table 175 Europe: Offline Sales Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 176 Europe: Probiotics Market Size, by End User, 2018–2027 (USD Million)

Table 177 Europe: Human Probiotics Market Size, by Age Group, 2018–2027 (USD Million)

Table 178 Europe: Animal Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 179 France: Probiotics Market Size, by Strain, 2018–2027 (USD Million)

Table 180 France: Bacteria Strain Products Market Size, by Type, 2018–2027 (USD Million)

Table 181 France: Probiotics Market Size, by Product Type, 2018–2027 (USD Million)

Table 182 France: Probiotics Market Size for Functional Food & Beverages, by Type, 2018–2027 (USD Million)

Table 183 France: Probiotics Market Size for Dairy Based Products, by Type, 2018–2027 (USD Million)

Table 184 France: Probiotics Market Size for Non-Dairy Based Products, by Type, 2018–2027 (USD Million)

Table 185 France: Probiotics Market Size for Medical & Dietary Supplements, by Type, 2018–2027 (USD Million)

Table 186 France: Probiotics Market Size, by Form, 2018–2027 (USD Million)

Table 187 France: Dry Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 188 France: Probiotics Market Size, by Sales Channel, 2018–2027 (USD Million)

Table 189 France: Offline Sales Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 190 France: Probiotics Market Size, by End User, 2018–2027 (USD Million)

Table 191 France: Human Probiotics Market Size, by Age Group, 2018–2027 (USD Million)

Table 192 France: Animal Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 193 Russia: Probiotics Market Size, by Strain, 2018–2027 (USD Million)

Table 194 Russia: Bacteria Strain Products Market Size, by Type, 2018–2027 (USD Million)

Table 195 Russia: Probiotics Market Size, by Product Type, 2018–2027 (USD Million)

Table 196 Russia: Probiotics Market Size for Functional Food & Beverages, by Type, 2018–2027 (USD Million)

Table 197 Russia: Probiotics Market Size for Dairy Based Products, by Type, 2018–2027 (USD Million)

Table 198 Russia: Probiotics Market Size for Non-Dairy Based Products, by Type, 2018–2027 (USD Million)

Table 199 Russia: Probiotics Market Size for Medical & Dietary Supplements, by Type, 2018–2027 (USD Million)

Table 200 Russia: Probiotics Market Size, by Form, 2018–2027 (USD Million)

Table 201 Russia: Dry Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 202 Russia: Probiotics Market Size, by Sales Channel, 2018–2027 (USD Million)

Table 203 Russia: Offline Sales Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 204 Russia: Probiotics Market Size, by End User, 2018–2027 (USD Million)

Table 205 Russia: Human Probiotics Market Size, by Age Group, 2018–2027 (USD Million)

Table 206 Russia: Animal Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 207 Germany: Probiotics Market Size, by Strain, 2018–2027 (USD Million)

Table 208 Germany: Bacteria Strain Products Market Size, by Type, 2018–2027 (USD Million)

Table 209 Germany: Probiotics Market Size, by Product Type, 2018–2027 (USD Million)

Table 210 Germany: Probiotics Market Size for Functional Food & Beverages, by Type,

2018–2027 (USD Million)

Table 211 Germany: Probiotics Market Size for Dairy Based Products, by Type, 2018–2027 (USD Million)

Table 212 Germany: Probiotics Market Size for Non-Dairy Based Products, by Type, 2018–2027 (USD Million)

Table 213 Germany: Probiotics Market Size for Medical & Dietary Supplements, by Type, 2018–2027 (USD Million)

Table 214 Germany: Probiotics Market Size, by Form, 2018–2027 (USD Million)

Table 215 Germany: Dry Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 216 Germany: Probiotics Market Size, by Sales Channel, 2018–2027 (USD Million)

Table 217 Germany: Offline Sales Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 218 Germany: Probiotics Market Size, by End User, 2018–2027 (USD Million)

Table 219 Germany: Human Probiotics Market Size, by Age Group, 2018–2027 (USD Million)

Table 220 Germany: Animal Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 221 U.K. Favourite Yogurt Products

Table 222 U.K.: Probiotics Market Size, by Strain, 2018–2027 (USD Million)

Table 223 U.K.: Bacteria Strain Products Market Size, by Type, 2018–2027 (USD Million)

Table 224 U.K.: Probiotics Market Size, by Product Type, 2018–2027 (USD Million)

Table 225 U.K.: Probiotics Market Size for Functional Food & Beverages, by Type, 2018–2027 (USD Million)

Table 226 U.K.: Probiotics Market Size for Dairy Based Products, by Type, 2018–2027 (USD Million)

Table 227 U.K.: Probiotics Market Size for Non-Dairy Based Products, by Type, 2018–2027 (USD Million)

Table 228 U.K.: Probiotics Market Size for Medical & Dietary Supplements, by Type, 2018–2027 (USD Million)

Table 229 U.K.: Probiotics Market Size, by Form, 2018–2027 (USD Million)

Table 230 U.K.: Dry Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 231 U.K.: Probiotics Market Size, by Sales Channel, 2018–2027 (USD Million)

Table 232 U.K.: Offline Sales Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 233 U.K.: Probiotics Market Size, by End User, 2018–2027 (USD Million)

Table 234 U.K.: Human Probiotics Market Size, by Age Group, 2018–2027 (USD Million)

Table 235 U.K.: Animal Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 236 Italy: Probiotics Market Size, by Strain, 2018–2027 (USD Million)

Table 237 Italy: Bacteria Strain Products Market Size, by Type, 2018–2027 (USD Million)

Table 238 Italy: Probiotics Market Size, by Product Type, 2018–2027 (USD Million)

Table 239 Italy: Probiotics Market Size for Functional Food & Beverages, by Type, 2018–2027 (USD Million)

Table 240 Italy: Probiotics Market Size for Dairy Based Products, by Type, 2018–2027 (USD Million)

Table 241 Italy: Probiotics Market Size for Non-Dairy Based Products, by Type, 2018–2027 (USD Million)

Table 242 Italy: Probiotics Market Size for Medical & Dietary Supplements, by Type, 2018–2027 (USD Million)

Table 243 Italy: Probiotics Market Size, by Form, 2018–2027 (USD Million)

Table 244 Italy: Dry Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 245 Italy: Probiotics Market Size, by Sales Channel, 2018–2027 (USD Million)

Table 246 Italy: Offline Sales Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 247 Italy: Probiotics Market Size, by End User, 2018–2027 (USD Million)

Table 248 Italy: Human Probiotics Market Size, by Age Group, 2018–2027 (USD Million)

Table 249 Italy: Animal Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 250 Spain: Probiotics Market Size, by Strain, 2018–2027 (USD Million)

Table 251 Spain: Bacteria Strain Products Market Size, by Type, 2018–2027 (USD Million)

Table 252 Spain: Probiotics Market Size, by Product Type, 2018–2027 (USD Million)

Table 253 Spain: Probiotics Market Size for Functional Food & Beverages, by Type, 2018–2027 (USD Million)

Table 254 Spain: Probiotics Market Size for Dairy Based Products, by Type, 2018–2027 (USD Million)

Table 255 Spain: Probiotics Market Size for Non-Dairy Based Products, by Type, 2018–2027 (USD Million)

Table 256 Spain: Probiotics Market Size for Medical & Dietary Supplements, by Type, 2018–2027 (USD Million)

Table 257 Spain: Probiotics Market Size, by Form, 2018–2027 (USD Million)

Table 258 Spain: Dry Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 259 Spain: Probiotics Market Size, by Sales Channel, 2018–2027 (USD Million)

Table 260 Spain: Offline Sales Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 261 Spain: Probiotics Market Size, by End User, 2018–2027 (USD Million)

Table 262 Spain: Human Probiotics Market Size, by Age Group, 2018–2027 (USD Million)

Table 263 Spain: Animal Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 264 Rest of Europe: Probiotics Market Size, by Strain, 2018–2027 (USD Million)

Table 265 Rest of Europe: Bacteria Strain Products Market Size, by Type, 2018–2027 (USD Million)

Table 266 Rest of Europe: Probiotics Market Size, by Product Type, 2018–2027 (USD Million)

Table 267 Rest of Europe: Probiotics Market Size for Functional Food & Beverages, by Type, 2018–2027 (USD Million)

Table 268 RoE: Probiotics Market Size for Dairy Based Products, by Type, 2018–2027 (USD Million)

Table 269 RoE: Probiotics Market Size for Non-Dairy Based Products, by Type, 2018–2027 (USD Million)

Table 270 Rest of Europe: Probiotics Market Size for Medical & Dietary Supplements, by Type, 2018–2027 (USD Million)

Table 271 Rest of Europe: Probiotics Market Size, by Form, 2018–2027 (USD Million)

Table 272 Rest of Europe: Dry Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 273 Rest of Europe: Probiotics Market Size, by Sales Channel, 2018–2027 (USD Million)

Table 274 Rest of Europe: Offline Sales Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 275 Rest of Europe: Probiotics Market Size, by End User, 2018–2027 (USD Million)

Table 276 Rest of Europe: Human Probiotics Market Size, by Age Group, 2018–2027 (USD Million)

Table 277 RoE: Animal Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 278 North America: Probiotics Market Size, by Country, 2018–2027 (USD Million)

Table 279 North America: Probiotics Market Size, by Strain, 2018–2027 (USD Million)

Table 280 North America: Bacteria Strain Products Market Size, by Type, 2018–2027 (USD Million)

Table 281 North America: Probiotics Market Size, by Product Type, 2018–2027 (USD Million)

Table 282 North America: Probiotics Market Size for Functional Food & Beverages, by Type, 2018–2027 (USD Million)

Table 283 North America: Probiotics Market Size for Dairy Based Products, by Type, 2018–2027 (USD Million)

Table 284 North America: Probiotics Market Size for Non-Dairy Based Products, by Type, 2018–2027 (USD Million)

Table 285 North America: Probiotics Market Size for Medical & Dietary Supplements, by Type, 2018–2027 (USD Million)

Table 286 North America: Probiotics Market Size, by Form, 2018–2027 (USD Million)

Table 287 North America: Dry Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 288 North America: Probiotics Market Size, by Sales Channel, 2018–2027 (USD Million)

Table 289 North America: Offline Sales Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 290 North America: Probiotics Market Size, by End User, 2018–2027 (USD Million)

Table 291 North America: Human Probiotics Market Size, by Age Group, 2018–2027 (USD Million)

Table 292 North America: Animal Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 293 U.S.: Probiotics Market Size, by Strain, 2018–2027 (USD Million)

Table 294 U.S.: Bacteria Strain Products Market Size, by Type, 2018–2027 (USD Million)

Table 295 U.S.: Probiotics Market Size, by Product Type, 2018–2027 (USD Million)

Table 296 U.S.: Probiotics Market Size for Functional Food & Beverages, by Type, 2018–2027 (USD Million)

Table 297 U.S.: Probiotics Market Size for Dairy Based Products, by Type, 2018–2027 (USD Million)

Table 298 U.S.: Probiotics Market Size for Non-Dairy Based Products, by Type, 2018–2027 (USD Million)

Table 299 U.S.: Probiotics Market Size for Medical & Dietary Supplements, by Type, 2018–2027 (USD Million)

Table 300 U.S.: Probiotics Market Size, by Form, 2018–2027 (USD Million)

Table 301 U.S.: Dry Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 302 U.S.: Probiotics Market Size, by Sales Channel, 2018–2027 (USD Million)

Table 303 U.S.: Offline Sales Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 304 U.S.: Probiotics Market Size, by End User, 2018–2027 (USD Million)

Table 305 U.S.: Human Probiotics Market Size, by Age Group, 2018–2027 (USD Million)

Table 306 U.S.: Animal Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 307 Canada: Probiotics Market Size, by Strain, 2018–2027 (USD Million)

Table 308 Canada: Bacteria Strain Products Market Size, by Type, 2018–2027 (USD Million)

Table 309 Canada: Probiotics Market Size, by Product Type, 2018–2027 (USD Million)

Table 310 Canada: Probiotics Market Size for Functional Food & Beverages, by Type, 2018–2027 (USD Million)

- Table 311 Canada: Probiotics Market Size for Dairy Based Products, by Type, 2018–2027 (USD Million)
- Table 312 Canada: Probiotics Market Size for Non-Dairy Based Products, by Type, 2018–2027 (USD Million)
- Table 313 Canada: Probiotics Market Size for Medical & Dietary Supplements, by Type, 2018–2027 (USD Million)
- Table 314 Canada: Probiotics Market Size, by Form, 2018–2027 (USD Million)
- Table 315 Canada: Dry Probiotics Market Size, by Type, 2018–2027 (USD Million)
- Table 316 Canada: Probiotics Market Size, by Sales Channel, 2018–2027 (USD Million)
- Table 317 Canada: Offline Sales Probiotics Market Size, by Type, 2018–2027 (USD Million)
- Table 318 Canada: Probiotics Market Size, by End User, 2018–2027 (USD Million)
- Table 319 Canada: Human Probiotics Market Size, by Age Group, 2018–2027 (USD Million)
- Table 320 Canada: Animal Probiotics Market Size, by Type, 2018–2027 (USD Million)
- Table 321 Latin America: Probiotics Market Size, by Country/Region, 2018–2027 (USD Million)
- Table 322 Latin America: Probiotics Market Size, by Strain, 2018–2027 (USD Million)
- Table 323 Latin America: Bacteria Strain Products Market Size, by Type, 2018–2027 (USD Million)
- Table 324 Latin America: Probiotics Market Size, by Product Type, 2018–2027 (USD Million)
- Table 325 Latin America: Probiotics Market Size for Functional Food & Beverages, by Type, 2018–2027 (USD Million)
- Table 326 Latin America: Probiotics Market Size for Dairy Based Products, by Type, 2018–2027 (USD Million)
- Table 327 Latin America: Probiotics Market Size for Non-Dairy Based Products, by Type, 2018–2027 (USD Million)
- Table 328 Latin America: Probiotics Market Size for Medical & Dietary Supplements, by Type, 2018–2027 (USD Million)
- Table 329 Latin America: Probiotics Market Size, by Form, 2018–2027 (USD Million)
- Table 330 Latin America: Dry Probiotics Market Size, by Type, 2018–2027 (USD Million)
- Table 331 Latin America: Probiotics Market Size, by Sales Channel, 2018–2027 (USD Million)
- Table 332 Latin America: Offline Sales Probiotics Market Size, by Type, 2018–2027 (USD Million)
- Table 333 Latin America: Probiotics Market Size, by End User, 2018–2027 (USD Million)
- Table 334 Latin America: Human Probiotics Market Size, by Age Group, 2018–2027

(USD Million)

Table 335 Latin America: Animal Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 336 Brazil: Probiotics Market Size, by Strain, 2018–2027 (USD Million)

Table 337 Brazil: Bacteria Strain Products Market Size, by Type, 2018–2027 (USD Million)

Table 338 Brazil: Probiotics Market Size, by Product Type, 2018–2027 (USD Million)

Table 339 Brazil: Probiotics Market Size for Functional Food & Beverages, by Type, 2018–2027 (USD Million)

Table 340 Brazil: Probiotics Market Size for Dairy Based Products, by Type, 2018–2027 (USD Million)

Table 341 Brazil: Probiotics Market Size for Non-Dairy Based Products, by Type, 2018–2027 (USD Million)

Table 342 Brazil: Probiotics Market Size for Medical & Dietary Supplements, by Type, 2018–2027 (USD Million)

Table 343 Brazil: Probiotics Market Size, by Form, 2018–2027 (USD Million)

Table 344 Brazil: Dry Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 345 Brazil: Probiotics Market Size, by Sales Channel, 2018–2027 (USD Million)

Table 346 Brazil: Offline Sales Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 347 Brazil: Probiotics Market Size, by End User, 2018–2027 (USD Million)

Table 348 Brazil: Human Probiotics Market Size, by Age Group, 2018–2027 (USD Million)

Table 349 Brazil: Animal Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 350 Mexico: Probiotics Market Size, by Strain, 2018–2027 (USD Million)

Table 351 Mexico: Bacteria Strain Products Market Size, by Type, 2018–2027 (USD Million)

Table 352 Mexico: Probiotics Market Size, by Product Type, 2018–2027 (USD Million)

Table 353 Mexico: Probiotics Market Size for Functional Food & Beverages, by Type, 2018–2027 (USD Million)

Table 354 Mexico: Probiotics Market Size for Dairy Based Products, by Type, 2018–2027 (USD Million)

Table 355 Mexico: Probiotics Market Size for Non-Dairy Based Products, by Type, 2018–2027 (USD Million)

Table 356 Mexico: Probiotics Market Size for Medical & Dietary Supplements, by Type, 2018–2027 (USD Million)

Table 357 Mexico: Probiotics Market Size, by Form, 2018–2027 (USD Million)

Table 358 Mexico: Dry Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 359 Mexico: Probiotics Market Size, by Sales Channel, 2018–2027 (USD Million)

Table 360 Mexico: Offline Sales Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 361 Mexico: Probiotics Market Size, by End User, 2018–2027 (USD Million)

Table 362 Mexico: Human Probiotics Market Size, by Age Group, 2018–2027 (USD Million)

Table 363 Mexico: Animal Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 364 Rest of Latin America: Probiotics Market Size, by Strain, 2018–2027 (USD Million)

Table 365 Rest of Latin America: Bacteria Strain Products Market Size, by Type, 2018–2027 (USD Million)

Table 366 Rest of Latin America: Probiotics Market Size, by Product Type, 2018–2027 (USD Million)

Table 367 Rest of Latin America: Probiotics Market Size for Functional Food & Beverages, by Type, 2018–2027 (USD Million)

Table 368 RoLATAM: Probiotics Market Size for Dairy Based Products, by Type, 2018–2027 (USD Million)

Table 369 RoLATAM: Probiotics Market Size for Non-Dairy Based Products, by Type, 2018–2027 (USD Million)

Table 370 Rest of Latin America: Probiotics Market Size for Medical & Dietary Supplements, by Type, 2018–2027 (USD Million)

Table 371 Rest of Latin America: Probiotics Market Size, by Form, 2018–2027 (USD Million)

Table 372 Rest of Latin America: Dry Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 373 Rest of Latin America: Probiotics Market Size, by Sales Channel, 2018–2027 (USD Million)

Table 374 Rest of Latin America: Offline Sales Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 375 Rest of Latin America: Probiotics Market Size, by End User, 2018–2027 (USD Million)

Table 376 Rest of Latin America: Human Probiotics Market Size, by Age Group, 2018–2027 (USD Million)

Table 377 RoLATAM: Animal Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 378 Middle East & Africa: Probiotics Market Size, by Strain, 2018–2027 (USD Million)

Table 379 Middle East & Africa: Bacteria Strain Products Market Size, by Type, 2018–2027 (USD Million)

Table 380 Middle East & Africa: Probiotics Market Size, by Product Type, 2018–2027 (USD Million)

Table 381 Middle East & Africa: Probiotics Market Size for Functional Food & Beverages, by Type, 2018–2027 (USD Million)

Table 382 Middle East & Africa: Probiotics Market Size for Dairy Based Products, by Type, 2018–2027 (USD Million)

Table 383 Middle East & Africa: Probiotics Market Size for Non-Dairy Based Products, by Type, 2018–2027 (USD Million)

Table 384 Middle East & Africa: Probiotics Market Size for Medical & Dietary Supplements, by Type, 2018–2027 (USD Million)

Table 385 Middle East & Africa: Probiotics Market Size, by Form, 2018–2027 (USD Million)

Table 386 Middle East & Africa: Dry Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 387 Middle East & Africa: Probiotics Market Size, by Sales Channel, 2018–2027 (USD Million)

Table 388 Middle East & Africa: Offline Sales Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 389 Middle East & Africa: Probiotics Market Size, by End User, 2018–2027 (USD Million)

Table 390 Middle East & Africa: Human Probiotics Market Size, by Age Group, 2018–2027 (USD Million)

Table 391 Middle East & Africa: Animal Probiotics Market Size, by Type, 2018–2027 (USD Million)

Table 392 Number of Developments by the Major Players During 2017-2020

Table 393 Global Probiotic Strains Market: Competitive Benchmarking

LIST OF FIGURE

Figure 1 Market Ecosystem

Figure 2 Research Process

Figure 3 Key Secondary Sources

Figure 4 Primary Research Techniques

Figure 5 Key Executives Interviewed

Figure 6 Breakdown of Primary interviews (Supply-Side & Demand-Side)

Figure 7 Market Size Estimation

Figure 8 Global Probiotics Market, by Strain, (2020–2027)

Figure 9 Global Probiotics Market, by Product Type, 2020 Vs. 2027

Figure 10 Global Probiotics Market, by Form, 2020 Vs. 2027

Figure 11 Global Probiotics Market, by Sales Channel, 2020 Vs. 2027

Figure 12 Humans Segment to Dominate the Probiotics Market, by End User,

(2020–2027)

Figure 13 Global Probiotics Market: Geographic Analysis

Figure 14 Market Dynamics

Figure 15 BioGaia Sales by Channel, 2019

Figure 16 Difference Between Bacteria and Yeast Strain Probiotics

Figure 17 Global Probiotics Market Size, by Strain, 2020–2027 (USD Million)

Figure 18 Benefits of Bacterial Strain Probiotics

Figure 19 Deaths from Diarrheal Diseases Across the Globe, by Age, 2016-2017

Figure 20 Effect of Lactobacillus Strain On Lactose intolerance

Figure 21 Number of Adults with Diagnosed Ulcer in the U.S., by Age Group, 2018 (In Thousands)

Figure 22 Key Findings of Indian Adults Condition of Constipation, 2018

Figure 23 Cheese Production in U.S. and Europe, 2010-2019 (Thousand Tons)

Figure 24 Key Findings of Chronic Digestive Diseases in Europe, 2018

Figure 25 Prevalence of IBD in Canada Per 100,000 People

Figure 26 Global Probiotics Market Size, by Product Type, 2020–2027 (USD Million)

Figure 27 U.S.: Percentage of People Limiting/Avoiding Sugars in Diet, 2020

Figure 28 Forecasted Sales of Health and Wellness Cheese in the U.S. and Canada, 2018-2022 (USD Million)

Figure 29 Cheese Production in U.S. and Europe, 2010-2019 (Thousand Tons)

Figure 30 Benefits of Milk Kefir

Figure 31 Global Prevalence of Lactose intolerance, by Country, 2017

Figure 32 Global Baked Foods Market, 2017

Figure 33 Infant Formula Consumption Growth by Region, 2015-2020

Figure 34 Global Compound Feed Production, 2018 (Million Tons)

Figure 35 Global Probiotics Market Size, by Form, 2020–2027 (USD Million)

Figure 36 Global Probiotics Market Size, by Sales Channel, 2020–2027 (USD Million)

Figure 37 Primary Store for Health Food and Groceries in the U.S., 2005-2019

Figure 38 Percentage of U.S. Probiotic User from Pharmacy/Drug Stores, 2019

Figure 39 BioGaia Sales by Channel, 2019

Figure 40 Global Probiotics Market Size, by End User, 2020–2027 (USD Million)

Figure 41 Probiotic Users (Age 18+) Across the U.S.

Figure 42 Poultry Meat Consumption, by Country, 2018-2020 (1,000 Metric Tons)

Figure 43 Global Pork Import Export Forecast to 2020

Figure 44 Contribution of Seafood Supply to 2030

Figure 45 Global Probiotics Market Size, by Geography, 2020–2027 (USD Million)

Figure 46 Opportunities in the Asia-Pacific Probiotics Market

Figure 47 China Probiotics Application, 2017

Figure 48 Top Five Fastest Growing Supplement ingredients in Australia, 2017

- Figure 49 Europe: Factors Driving the Demand for Probiotics
- Figure 50 Key Insights of the U.K. Probiotics Market
- Figure 51 Italian Food Supplement Market, 2017
- Figure 52 Percentage of U.S. Adults Take Dietary Supplements, 2019
- Figure 53 Prevalence of IBD in Canada Per 100,000 People, 2018-2030
- Figure 54 Key Growth Strategies Adopted by Leading Players, 2017-2020
- Figure 55 Probi AB: Financial Overview (2019)
- Figure 56 BioGaia AB: Financial Overview (2020)
- Figure 57 Nestl? S.A.: Financial Overview (2019)
- Figure 58 Chr. Hansen Holding A/S: Financial Overview (2020)
- Figure 59 Danone S.A.: Financial Overview (2019)
- Figure 60 Yakult Honsha Co., Ltd.: Financial Overview (2019)
- Figure 61 Lifeway Foods, Inc.: Financial Overview (2019)
- Figure 62 Dupont De Nemours, Inc.: Financial Overview (2020)
- Figure 63 Kerry Group Plc: Financial Overview (2019)
- Figure 64 Archer Daniels Midland Company: Financial Overview (2019)
- Figure 65 PepsiCo, Inc.: Financial Overview (2019)
- Figure 66 Cell Biotech Co., Ltd.: Financial Overview (2019)

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