

# **Europe Probiotic (Nutraceuticals) Market By Application (Functional food, Functional Beverages, Animal Feed, Dietary Supplements, Personal care ) and By Geography - Trends and Forecast upto 2019**

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## **Abstracts**

The European probiotic market is estimated to grow at CAGR of 7.7% from 2014 to 2019.

Europe is the largest market for probiotic products because of consumer awareness about pro-health food. The penetration of probiotic food in Europe is so high that probiotics products are available in almost all grocery stores.

The report consists of in-depth study of the European probiotics market and its applications in functional foods, functional beverages, dietary supplements, animal nutrition, and personal care. The usage of probiotics in functional food is high in the European market. The probiotics use in functional beverages is increasing in the European market owing to the FMCG companies which are launching probiotics beverages.

Germany is the largest country in Europe holding 22.29% of market share of the total European probiotic market. Switzerland and Russia are estimated grow at higher CAGRs as compared to their European counterparts.

Every small and large player wants to acquire a major share of the probiotic market in the world. The highly fragmented European probiotic market's major share is captured by the French firm, Danone. Other companies in Europe include Chr. Hansen (Denmark), DuPont (U.S.), Lallemand Health Solutions (Canada), and Yakult Honsha Co. Ltd. (Japan).

### Reasons to Buy the Report:

From an insight perspective, this research report has focused on various levels of analysis—industry analysis, market share analysis of top players, and company profiles, which together comprise and discuss the basic views on the competitive landscape, emerging and high-growth segments of the European probiotic market, high-growth regions and countries, and their respective regulatory policies, government initiatives, drivers, restraints, and opportunities.

The report will enrich both established firms as well as new entrants/smaller firms to gauge the pulse of the market, which in turn will help them in garnering a greater market share. Firms purchasing the report could use any one or combination of the below-mentioned five strategies (market penetration, product development/innovation, market development, market diversification, and competitive assessment) for strengthening their market share.

The report provides insights on the following pointers:

**Market Penetration:** Comprehensive information on probiotics offered by the top 10 players in the European probiotics market

**Product Development/Innovation:** Detailed insights on upcoming technologies, research and development activities, and new product launches in the European probiotics Market

**Market Development:** Comprehensive information about lucrative emerging markets. The report analyzes the markets for various probiotics across Europe

**Market Diversification:** Exhaustive information about new products, untapped geographies, recent developments, and investments in the European probiotics market

**Competitive Assessment:** In-depth assessment of market shares, strategies, products, and manufacturing capabilities of leading players in the European probiotics market

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