

Prebiotics Global Market Insights 2025, Analysis and Forecast to 2030, by Manufacturers, Regions, Technology, Application, Product Type

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Abstracts

Prebiotics Market Summary

Introduction and Market Overview

Prebiotics, non-digestible fibers promoting gut health, cater to health-conscious consumers seeking digestive and immune support. With 1.8 billion people prioritizing wellness in 2023, demand for prebiotic-enhanced products is rising. The global functional food market, growing 7% in 2023, drives prebiotic applications in food, beverages, and supplements. Increasing pet health awareness also boosts animal feed prebiotics. The global prebiotics market is estimated at USD 5.0-10.0 billion in 2025, with a CAGR of 8%-13% through 2030, fueled by health trends and functional food demand.

Regional Market Trends

North America: The U.S. and Canada lead with demand for prebiotic supplements and functional foods.

Europe: Germany, UK, and France focus on clean-label and gut-health prebiotics.

Asia Pacific: China, Japan, and India see growth in dairy and beverage applications.

Rest of the World: Brazil and Australia expand with rising wellness and pet care markets.

Application Analysis

Prebiotic Food & Beverages: Expected growth of 8%-12%, valued for functional benefits. Trends focus on fortified dairy and snacks.

Prebiotic Dietary Supplements: Projected growth of 9%-14%, driven by gut health awareness. Trends emphasize personalized nutrition.

Animal Feed Prebiotics: Anticipated growth of 7%-11%, used for pet and livestock health. Trends highlight natural formulations.

Type Analysis

Fructo-oligosaccharide (FOS): Expected growth of 8%-13%, valued for versatility. Trends focus on natural sources.

Inulin: Projected growth of 9%-14%, preferred for digestive health. Trends emphasize plant-based options.

Galacto-oligosaccharides (GOS): Anticipated growth of 8%-12%, used in infant formula. Trends highlight clean-label formulations.

Mannan-oligosaccharide (MOS): Growth of 7%-11%, valued for animal feed. Trends focus on immunity benefits.

Others: Growth of 6%-10%, including emerging prebiotics, with a focus on innovation.

Key Market Players

BENEO GmbH: Markets inulin and FOS for functional foods.

Cargill: Supplies prebiotics for food and beverage applications.

Abbott, Bright Food, Kraft Foods Group, Parmalat, The Kraft Heinz Company, FrieslandCampina, Jarrow Formulas, Cosucra Groupe Warcoing, Roquette Frères, Yakult Honsha, Royal Cosun: Focus on gut-health and clean-label prebiotics.

Porter's Five Forces Analysis

Threat of New Entrants: Moderate, due to R&D and regulatory barriers.

Threat of Substitutes: Moderate, with probiotics and fiber supplements as alternatives.

Bargaining Power of Buyers: High, due to multiple suppliers and price sensitivity.

Bargaining Power of Suppliers: Low, with abundant raw materials like chicory root.

Competitive Rivalry: High, driven by innovation in clean-label and functional probiotics.

Market Opportunities and Challenges

Opportunities:

Targeting 1.8 billion wellness-focused consumers with gut-health probiotics.

Leveraging 7% functional food market growth for fortified products.

Innovating with clean-label and plant-based probiotics.

Expanding animal feed probiotics for pet health markets.

Entering emerging markets like India and Brazil.

Challenges:

Competing with probiotics and alternative fibers.

High costs of R&D for novel probiotics.

Addressing consumer confusion about probiotic benefits.

Navigating strict food and supplement regulations.

Managing supply chain disruptions for raw materials.

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