

# Research Report on Southeast Asia Probiotics Industry 2023-2032

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## Abstracts

Probiotics are a group of ingested microorganisms that colonize the human body after ingestion and change the composition of the host flora in a certain area with positive benefits for the host. Probiotics can promote nutrient absorption and maintain intestinal health by regulating the immune function of the host mucosa and system or by regulating the balance of flora in the intestinal tract.

According to CRI's analysis, with the economic development and expansion of the middle class in Southeast Asia, consumers, especially the younger generation, have become more health conscious, and the demand for health products has gradually increased, driving the rapid development of the probiotic industry in Southeast Asia. For example, Life-Space, a probiotic brand, entered Lazada, a Southeast Asian e-commerce platform, in 2020. Life-Space became the top-selling product in the digestive health category on the Singapore site within four months, and also entered the Top 10 in the digestive health category on the Malaysia site, gradually becoming the head probiotic brand on the Lazada platform.

There is a certain gap in the development level of probiotics industry in Southeast Asia in different countries. According to CRI analysis, Indonesia, Thailand, Malaysia, Vietnam and Singapore occupy the major market share of Southeast Asia probiotics industry, among which Indonesia probiotics market is larger. UOB data shows that the middle class in Indonesia is close to 90 million people. With the improvement of living standards, the dietary habits of the middle class in Indonesia have developed towards more balanced nutrition and there is a strong demand for probiotics and other health products.

Southeast Asia in this report includes 10 countries: Singapore, Thailand, Philippines,

Malaysia, Indonesia, Vietnam, Myanmar, Brunei, Laos and Cambodia. With a total population of nearly 700 million by the end of 2022, Southeast Asia has an overall economic growth rate higher than the global average and is one of the key drivers of future global economic growth.

According to CRI's analysis, the economic levels of the 10 Southeast Asian countries vary greatly, with Singapore being the only developed country with a per capita GDP of about US\$79,000 in 2022. While Myanmar and Cambodia will have a GDP per capita of less than US\$2,000 in 2022. The population and minimum wage levels of each country also vary greatly. Brunei, which has the smallest population, will have a total population of less than 500,000 people in 2022, while Indonesia, which has the largest population, will have a population of about 280 million people in 2022.

CRI expects the Southeast Asian probiotics industry to continue to grow from 2023-2032.

Topics covered:

Southeast Asia Probiotics Industry Status and Major Sources in 2018-2022

What is the Impact of COVID-19 on Southeast Asia Probiotics Industry?

Which Companies are the Major Players in Southeast Asia Probiotics Industry Market and What are their Competitive Benchmarks?

Key Drivers and Market Opportunities in Southeast Asia Probiotics Industry

What are the Key Drivers, Challenges, and Opportunities for Southeast Asia Probiotics Industry during 2023-2032?

What is the Expected Revenue of Southeast Asia Probiotics Industry during 2023-2032?

What are the Strategies Adopted by the Key Players in the Market to Increase Their Market Share in the Industry?

What are the Competitive Advantages of the Major Players in Southeast Asia Probiotics Industry Market?

Which Segment of Southeast Asia Probiotics Industry is Expected to Dominate the Market in 2032?

What are the Major Adverse Factors Facing Southeast Asia Probiotics Industry?

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