

# Assessment of the Indian Probiotics Market

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## Abstracts

### Executive Summary

The Indian probiotic industry is developing at a steady rate with the environment set for huge growth in near future. Although the market in India is still in a comparatively nascent stage, it is expected that it will grow at a CAGR of 11 per cent by 2016. The key driver will be the awareness campaigns endorsing its benefits. In a country like India, it is of paramount importance that the advantages of consuming probiotic-fortified foods are explicitly communicated to consumers.

India at present accounts for little more than 1 per cent of the total global market revenue in the probiotic sector and it is an enormous shortfall taking into consideration the fact that India has the maximum cattle population and is the world's largest milk producer.

### Why should the report be purchased?

The report "Assessment of the Indian Probiotics Market" analyses the probiotics industry and highlights the initiatives being taken by the major players. The current market scenario and future prospects of the sector has also been examined along with the uses/benefits of probiotics. The report contains latest verbatim of industry experts.

### Research methodology and delivery time

Smart Research Insights has conducted in depth secondary research to arrive at key insights. Data collected from key industry sources has been analyzed impartially to present a clear picture of the industry. All recent developments which impact the sector dynamics have been captured and used to support the research hypothesis.

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