

Digestive Health Foods & Probiotic FMCG Market Forecasts to 2032 - Global Analysis By Product Type (Probiotic Foods & Beverages, Prebiotic Foods, Synbiotic Products, Probiotic Supplements & Capsules, Functional Foods Targeting Digestive Health, and Other Product Types), Distribution Channel, Technology and By Geography

<https://marketpublishers.com/r/DCF32CCE182DEN.html>

Date: January 2026

Pages: 200

Price: US\$ 4,150.00 (Single User License)

ID: DCF32CCE182DEN

Abstracts

According to Statistics MRC, the Global Digestive Health Foods & Probiotic FMCG Market is accounted for \$56.09 billion in 2025 and is expected to reach \$98.02 billion by 2032 growing at a CAGR of 8.3% during the forecast period. Digestive Health Foods & Probiotic FMCG are consumer goods aimed at improving digestive function and supporting a healthy gut microbiome. They encompass items like probiotics, fermented foods, prebiotic-fortified snacks, and functional drinks that encourage the growth of beneficial intestinal bacteria. Rising health consciousness, the increasing occurrence of digestive issues, and a shift towards preventive wellness solutions fuel market growth. Accessible through supermarkets, pharmacies, and online platforms, these products appeal to individuals looking for natural, scientifically validated ways to enhance digestive health and overall well-being.

Market Dynamics:

Driver:

Rising gastrointestinal (GI) disorders

Changing dietary habits, high stress levels, sedentary lifestyles, and increased

consumption of processed foods are worsening gut-related issues globally. Consumers are increasingly seeking preventive and daily nutrition-based solutions rather than relying solely on curative treatments. Probiotic and digestive health foods are perceived as effective options for restoring gut microbiome balance and improving overall digestive function. Greater awareness of the gut-brain and gut-immunity connection is further strengthening market adoption. Healthcare professionals are also recommending probiotics as complementary support for digestive wellness. This sustained rise in GI health concerns is acting as a major growth catalyst for the market.

Restraint:

Lack of global standardization

Regulatory definitions of probiotics, prebiotics, and postbiotics vary widely across regions, creating compliance complexity for manufacturers. Inconsistent requirements related to strain validation, dosage levels, and health claims limit global product scalability. Companies must navigate different food safety authorities, such as FDA, EFSA, and FSSAI, each with distinct approval processes. Smaller players often struggle to meet scientific substantiation requirements due to limited R&D capabilities. This regulatory fragmentation increases time-to-market and operational costs. As a result, lack of standardization restrains innovation and cross-border market expansion.

Opportunity:

Non-dairy & plant-based innovation

Increasing lactose intolerance, vegan lifestyles, and dairy allergies are pushing consumers toward alternative probiotic sources. Manufacturers are innovating with plant-based formats such as fermented juices, cereals, legumes, kombucha, and plant-based yogurts. These products appeal to health-conscious and environmentally aware consumers seeking clean-label solutions. Advances in fermentation technology are improving the stability and efficacy of probiotics in non-dairy matrices. Brands are also leveraging superfoods and functional botanicals to enhance digestive benefits. This shift toward plant-based innovation is expanding consumer reach and product differentiation.

Threat:

Competition from pharmaceuticals

Prescription drugs and over-the-counter medications often deliver faster symptomatic relief, making them a preferred option for acute conditions. Healthcare professionals may prioritize clinically proven pharmaceuticals over functional foods for severe digestive issues. Continuous advancements in gastroenterology drugs are strengthening pharmaceutical dominance in therapeutic segments. Insurance coverage and reimbursement further favor medicines over nutritional products in many regions. This limits the penetration of probiotic foods in clinical digestive care. Consequently, pharmaceutical competition remains a significant threat to market growth.

Covid-19 Impact:

The COVID-19 pandemic positively influenced the digestive health foods and probiotic FMCG market by accelerating consumer focus on immunity and gut health. Lockdowns increased awareness of the role of the gut microbiome in overall wellness and disease resistance. Demand surged for probiotic foods, supplements, and fortified beverages during the pandemic period. However, supply chain disruptions affected raw material sourcing and product distribution initially. E-commerce and direct-to-consumer channels gained prominence as physical retail faced restrictions. Post-pandemic, the market continues to benefit from sustained preventive health consumption trends.

The probiotic foods & beverages segment is expected to be the largest during the forecast period

The probiotic foods & beverages segment is expected to account for the largest market share during the forecast period, due to widespread consumer acceptance. These products are integrated into daily diets through formats such as yogurts, fermented drinks, functional juices, and nutrition bars. Regular consumption supports gut balance, digestion, and immunity, making them a preferred preventive solution. Strong brand presence and extensive retail availability further enhance segment growth. Continuous product innovation in flavors, formulations, and functional benefits is attracting diverse age groups. The convenience and familiarity of food-based probiotics drive repeat purchases.

The postbiotics segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the postbiotics segment is predicted to witness the highest growth rate, due to increasing scientific validation and product stability advantages. Unlike live probiotics, postbiotics offer consistent efficacy without concerns related to

storage and shelf life. Growing research highlighting their anti-inflammatory and immune-modulating benefits is boosting commercial interest. Manufacturers are incorporating postbiotics into functional foods, beverages, and supplements. Regulatory acceptance is relatively easier due to their non-living nature. Consumers are becoming more aware of advanced gut-health solutions beyond traditional probiotics.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, due to high consumer awareness regarding gut health and preventive nutrition strongly supports market expansion. The region has a well-established functional food and beverage industry with strong R&D capabilities. Rising prevalence of digestive disorders and lifestyle-related health issues is increasing product adoption. Regulatory clarity around functional foods further supports product launches. Strong presence of leading probiotic brands enhances market penetration.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, owing to rapid urbanization and changing dietary patterns are increasing digestive health concerns across the region. Growing middle-class populations in countries such as China, India, and Southeast Asia are driving demand for functional nutrition. Traditional fermented foods combined with modern probiotic innovations support market acceptance. Rising awareness of preventive healthcare is accelerating consumption of digestive health products. Expansion of organized retail and e-commerce platforms improves product accessibility.

Key players in the market

Some of the key players in Digestive Health Foods & Probiotic FMCG Market include Danone S., DSM-Firm, Nestl? S.A, Lifeway Foods, Yakult Honsha, Abbott Laboratories, BioGaia AB, PepsiCo Inc., Probi AB, Cargill Inc., General Mills, GlaxoSmithKline, Arla Foods, Archer Daniels Midland, and Chr. Hansen.

Key Developments:

In November 2025, dsm-firmenich announces the launch of The Art of Progress Prize, a new global art award celebrating a new generation of visionary artists. Based on the idea that art has the power to shift perspectives, challenge assumptions and spark fresh

ideas, this initiative aims to recognize bold, early-career artists whose work brings together innovation, sensory experience, and the theme of sustainability to inspire progress.

In October 2025, Mars and Cargill, announced they are spurring the development of more than 224MWac* of new renewable energy capacity through five virtual power purchase agreements (PPAs) in Poland. The PPAs were signed with GoldenPeaks Capital, one of Europe?s fastest-growing independent producers of renewable energy. Two leading global food companies, Mars and Cargill, announced they are spurring the development of more than 224MWac of new renewable energy capacity through five virtual power purchase agreements (PPAs) in Poland.

Product Types Covered:

Probiotic Foods & Beverages

Prebiotic Foods

Synbiotic Products

Probiotic Supplements & Capsules

Functional Foods Targeting Digestive Health

Other Product Types

Distribution Channels Covered:

Supermarkets & Hypermarkets

Convenience Stores

Specialty Health Stores

Pharmacies / Drug Stores

Online Retail / E-Commerce

Direct-to-Consumer (D2C) Subscriptions

Technologies Covered:

Probiotic Cultures

Prebiotic Fibers

Postbiotics

Fermentation Technologies

Encapsulation & Shelf-Life Enhancement

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

Contents

1 EXECUTIVE SUMMARY

2 PREFACE

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
 - 2.4.1 Data Mining
 - 2.4.2 Data Analysis
 - 2.4.3 Data Validation
 - 2.4.4 Research Approach
- 2.5 Research Sources
 - 2.5.1 Primary Research Sources
 - 2.5.2 Secondary Research Sources
 - 2.5.3 Assumptions

3 MARKET TREND ANALYSIS

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Product Analysis
- 3.7 Technology Analysis
- 3.8 Emerging Markets
- 3.9 Impact of Covid-19

4 PORTERS FIVE FORCE ANALYSIS

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

5 GLOBAL DIGESTIVE HEALTH FOODS & PROBIOTIC FMCG MARKET, BY PRODUCT TYPE

- 5.1 Introduction
- 5.2 Probiotic Foods & Beverages
 - 5.2.1 Dairy Probiotic Products
 - 5.2.1.1 Yogurt & Fermented Milk
 - 5.2.1.2 Cheese
 - 5.2.1.3 Kefir
 - 5.2.2 Non-Dairy Probiotic Products
 - 5.2.2.1 Plant-Based Yogurts
 - 5.2.2.2 Kombucha & Fermented Drinks
 - 5.2.2.3 Probiotic Juices & Smoothies
 - 5.2.3 Probiotic Snacks
- 5.3 Prebiotic Foods
 - 5.3.1 Prebiotic Fiber Bars
 - 5.3.2 Inulin & Oligosaccharide-Fortified Foods
- 5.4 Synbiotic Products
- 5.5 Probiotic Supplements & Capsules
- 5.6 Functional Foods Targeting Digestive Health
- 5.7 Other Product Types

6 GLOBAL DIGESTIVE HEALTH FOODS & PROBIOTIC FMCG MARKET, BY DISTRIBUTION CHANNEL

- 6.1 Introduction
- 6.2 Supermarkets & Hypermarkets
- 6.3 Convenience Stores
- 6.4 Specialty Health Stores
- 6.5 Pharmacies / Drug Stores
- 6.6 Online Retail / E-Commerce
- 6.7 Direct-to-Consumer (D2C) Subscriptions

7 GLOBAL DIGESTIVE HEALTH FOODS & PROBIOTIC FMCG MARKET, BY TECHNOLOGY

- 7.1 Introduction
- 7.2 Probiotic Cultures
- 7.3 Prebiotic Fibers

- 7.4 Postbiotics
- 7.5 Fermentation Technologies
- 7.6 Encapsulation & Shelf-Life Enhancement

8 GLOBAL DIGESTIVE HEALTH FOODS & PROBIOTIC FMCG MARKET, BY GEOGRAPHY

- 8.1 Introduction
- 8.2 North America
 - 8.2.1 US
 - 8.2.2 Canada
 - 8.2.3 Mexico
- 8.3 Europe
 - 8.3.1 Germany
 - 8.3.2 UK
 - 8.3.3 Italy
 - 8.3.4 France
 - 8.3.5 Spain
 - 8.3.6 Rest of Europe
- 8.4 Asia Pacific
 - 8.4.1 Japan
 - 8.4.2 China
 - 8.4.3 India
 - 8.4.4 Australia
 - 8.4.5 New Zealand
 - 8.4.6 South Korea
 - 8.4.7 Rest of Asia Pacific
- 8.5 South America
 - 8.5.1 Argentina
 - 8.5.2 Brazil
 - 8.5.3 Chile
 - 8.5.4 Rest of South America
- 8.6 Middle East & Africa
 - 8.6.1 Saudi Arabia
 - 8.6.2 UAE
 - 8.6.3 Qatar
 - 8.6.4 South Africa
 - 8.6.5 Rest of Middle East & Africa

9 KEY DEVELOPMENTS

- 9.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 9.2 Acquisitions & Mergers
- 9.3 New Product Launch
- 9.4 Expansions
- 9.5 Other Key Strategies

10 COMPANY PROFILING

- 10.1 Danone S.A.
- 10.2 DSM-Firmenich
- 10.3 Nestlé S.A.
- 10.4 Lifeway Foods, Inc.
- 10.5 Yakult Honsha Co., Ltd.
- 10.6 Abbott Laboratories
- 10.7 BioGaia AB
- 10.8 PepsiCo, Inc.
- 10.9 Probi AB
- 10.10 Cargill, Inc.
- 10.11 General Mills, Inc.
- 10.12 GlaxoSmithKline plc
- 10.13 Arla Foods amba
- 10.14 Archer Daniels Midland Company
- 10.15 Chr. Hansen Holding A/S

List Of Tables

LIST OF TABLES

Table 1 Global Digestive Health Foods & Probiotic FMCG Market Outlook, By Region (2024-2032) (\$MN)

Table 2 Global Digestive Health Foods & Probiotic FMCG Market Outlook, By Product Type (2024-2032) (\$MN)

Table 3 Global Digestive Health Foods & Probiotic FMCG Market Outlook, By Probiotic Foods & Beverages (2024-2032) (\$MN)

Table 4 Global Digestive Health Foods & Probiotic FMCG Market Outlook, By Dairy Probiotic Products (2024-2032) (\$MN)

Table 5 Global Digestive Health Foods & Probiotic FMCG Market Outlook, By Yogurt & Fermented Milk (2024-2032) (\$MN)

Table 6 Global Digestive Health Foods & Probiotic FMCG Market Outlook, By Cheese (2024-2032) (\$MN)

Table 7 Global Digestive Health Foods & Probiotic FMCG Market Outlook, By Kefir (2024-2032) (\$MN)

Table 8 Global Digestive Health Foods & Probiotic FMCG Market Outlook, By Non-Dairy Probiotic Products (2024-2032) (\$MN)

Table 9 Global Digestive Health Foods & Probiotic FMCG Market Outlook, By Plant-Based Yogurts (2024-2032) (\$MN)

Table 10 Global Digestive Health Foods & Probiotic FMCG Market Outlook, By Kombucha & Fermented Drinks (2024-2032) (\$MN)

Table 11 Global Digestive Health Foods & Probiotic FMCG Market Outlook, By Probiotic Juices & Smoothies (2024-2032) (\$MN)

Table 12 Global Digestive Health Foods & Probiotic FMCG Market Outlook, By Probiotic Snacks (2024-2032) (\$MN)

Table 13 Global Digestive Health Foods & Probiotic FMCG Market Outlook, By Prebiotic Foods (2024-2032) (\$MN)

Table 14 Global Digestive Health Foods & Probiotic FMCG Market Outlook, By Prebiotic Fiber Bars (2024-2032) (\$MN)

Table 15 Global Digestive Health Foods & Probiotic FMCG Market Outlook, By Inulin & Oligosaccharide-Fortified Foods (2024-2032) (\$MN)

Table 16 Global Digestive Health Foods & Probiotic FMCG Market Outlook, By Synbiotic Products (2024-2032) (\$MN)

Table 17 Global Digestive Health Foods & Probiotic FMCG Market Outlook, By Probiotic Supplements & Capsules (2024-2032) (\$MN)

Table 18 Global Digestive Health Foods & Probiotic FMCG Market Outlook, By

Functional Foods Targeting Digestive Health (2024-2032) (\$MN)

Table 19 Global Digestive Health Foods & Probiotic FMCG Market Outlook, By Other Product Types (2024-2032) (\$MN)

Table 20 Global Digestive Health Foods & Probiotic FMCG Market Outlook, By Distribution Channel (2024-2032) (\$MN)

Table 21 Global Digestive Health Foods & Probiotic FMCG Market Outlook, By Supermarkets & Hypermarkets (2024-2032) (\$MN)

Table 22 Global Digestive Health Foods & Probiotic FMCG Market Outlook, By Convenience Stores (2024-2032) (\$MN)

Table 23 Global Digestive Health Foods & Probiotic FMCG Market Outlook, By Specialty Health Stores (2024-2032) (\$MN)

Table 24 Global Digestive Health Foods & Probiotic FMCG Market Outlook, By Pharmacies / Drug Stores (2024-2032) (\$MN)

Table 25 Global Digestive Health Foods & Probiotic FMCG Market Outlook, By Online Retail / E-Commerce (2024-2032) (\$MN)

Table 26 Global Digestive Health Foods & Probiotic FMCG Market Outlook, By Direct-to-Consumer (D2C) Subscriptions (2024-2032) (\$MN)

Table 27 Global Digestive Health Foods & Probiotic FMCG Market Outlook, By Technology (2024-2032) (\$MN)

Table 28 Global Digestive Health Foods & Probiotic FMCG Market Outlook, By Probiotic Cultures (2024-2032) (\$MN)

Table 29 Global Digestive Health Foods & Probiotic FMCG Market Outlook, By Prebiotic Fibers (2024-2032) (\$MN)

Table 30 Global Digestive Health Foods & Probiotic FMCG Market Outlook, By Postbiotics (2024-2032) (\$MN)

Table 31 Global Digestive Health Foods & Probiotic FMCG Market Outlook, By Fermentation Technologies (2024-2032) (\$MN)

Table 32 Global Digestive Health Foods & Probiotic FMCG Market Outlook, By Encapsulation & Shelf-Life Enhancement (2024-2032) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

I would like to order

Product name: Digestive Health Foods & Probiotic FMCG Market Forecasts to 2032 - Global Analysis By Product Type (Probiotic Foods & Beverages, Prebiotic Foods, Synbiotic Products, Probiotic Supplements & Capsules, Functional Foods Targeting Digestive Health, and Other Product Types), Distribution Channel, Technology and By Geography

Product link: <https://marketpublishers.com/r/DCF32CCE182DEN.html>

Price: US\$ 4,150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/DCF32CCE182DEN.html>