

Gut Health & Probiotic Foods Market Forecasts to 2032 - Global Analysis By Product Type (Dairy-based Probiotic Foods, Non-dairy/Plant-based Probiotic Foods, Fermented Foods, Functional Beverages, Gut Health Supplements, and Other Product Types), Probiotic Strain, Form, Distribution Channel, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Gut Health & Probiotic Foods Market is accounted for \$80.39 billion in 2025 and is expected to reach \$130.80 billion by 2032 growing at a CAGR of 7.2% during the forecast period. Gut Health & Probiotic Foods are nutrition-based products designed to enhance digestive system functionality by maintaining a healthy balance of intestinal microbes. They are enriched with live beneficial bacteria, supportive fibers, and functional ingredients that nourish the gut ecosystem. Consistent intake aids in better digestion, improved immune response, efficient nutrient uptake, and protection against gastrointestinal imbalances. By supporting microbial diversity and gut integrity, these foods play a vital role in promoting long-term health and preventing digestive-related ailments.

Market Dynamics:

Driver:

Increasing prevalence of GI disorders

Consumers are increasingly aware of the role gut microbiota plays in overall health, driving adoption of functional foods enriched with probiotics. As diagnostic tools

improve, more individuals are being identified with digestive imbalances, further expanding the consumer base. Aging populations and sedentary lifestyles are also contributing to higher rates of GI complications worldwide. Probiotic-rich diets are being promoted by healthcare professionals as preventive and therapeutic measures. The growing emphasis on holistic wellness and natural remedies is reinforcing the importance of gut health solutions. Consequently, probiotic foods are becoming mainstream as both dietary supplements and everyday consumables.

Restraint:

High Costs of R&D and production

Manufacturers must invest in advanced fermentation technologies and controlled environments to maintain product quality. Regulatory compliance adds further expense, as probiotic foods must meet stringent safety and labeling standards across multiple regions. Smaller firms often struggle to compete due to limited access to specialized equipment and expertise. High production costs can lead to premium pricing, restricting accessibility for price-sensitive consumers. Scaling up production while maintaining live culture viability remains a technical challenge.

Opportunity:

Personalized nutrition & AI

AI-driven platforms are enabling tailored dietary recommendations based on individual microbiome profiles. Consumers are increasingly seeking customized solutions that address specific digestive issues or wellness goals. Advances in data analytics and wearable health devices are supporting the integration of probiotics into personalized diet plans. Companies are leveraging machine learning to predict consumer preferences and optimize product development. This convergence of technology and nutrition is fostering greater consumer engagement and loyalty. As personalization becomes a hallmark of modern wellness, probiotic foods are positioned to benefit significantly.

Threat:

Competition from pharmaceutical solutions

Prescription medications often provide faster symptom relief compared to dietary

interventions. The growing pipeline of microbiome-targeted drugs poses a direct challenge to probiotic food adoption. Consumers may perceive pharmaceuticals as more reliable due to clinical trial backing and physician endorsements. Insurance coverage for medical treatments further tilts the balance against food-based alternatives. Probiotic manufacturers must differentiate their offerings by emphasizing preventive health and long-term benefits.

Covid-19 Impact:

The pandemic reshaped consumer priorities, with immunity and gut health gaining unprecedented attention. Lockdowns disrupted supply chains, leading to shortages of probiotic products in several regions. However, heightened health awareness boosted demand for functional foods that support resilience and recovery. Online retail channels became critical in maintaining product availability during restricted physical movement. Manufacturers accelerated digital marketing campaigns to educate consumers about the link between gut health and immunity. Regulatory agencies introduced temporary flexibilities to ensure continued access to essential probiotic supplements. Post-pandemic strategies now emphasize resilience, e-commerce expansion, and diversified sourcing for probiotic food companies.

The lactobacillus segment is expected to be the largest during the forecast period

The lactobacillus segment is expected to account for the largest market share during the forecast period, due to its widespread application in dairy, beverages, and supplements. Lactobacillus strains are well-documented for improving digestion and enhancing immune function. Their stability and compatibility with multiple food matrices make them highly versatile. Consumers are familiar with lactobacillus through traditional products like yogurt, which reinforces trust and adoption. Ongoing research continues to validate their efficacy in managing GI disorders and promoting overall wellness. Manufacturers are investing in innovative delivery formats such as capsules, powders, and fortified snacks.

The online retail/E-commerce segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the online retail/E-commerce segment is predicted to witness the highest growth rate. E-commerce platforms provide consumers with convenient access to a wide range of probiotic products. Digital channels enable personalized recommendations and subscription models, enhancing customer retention. The

pandemic accelerated the shift toward online shopping, creating lasting behavioral changes. Companies are leveraging social media and influencer marketing to boost visibility and trust. Direct-to-consumer brands are thriving by offering transparency and tailored product bundles. As digital ecosystems expand, online retail will remain the most dynamic growth driver for probiotic foods.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share. Countries like China, India, and Japan have strong traditions of fermented foods, supporting cultural acceptance of probiotics. Rising disposable incomes and urbanization are increasing demand for functional foods in the region. Governments are promoting health awareness campaigns that emphasize nutrition and preventive care. Local manufacturers are expanding production capacity to meet growing domestic demand. Strategic partnerships with global players are accelerating technology transfer and innovation.

Region with highest CAGR:

Over the forecast period, the Middle East & Africa region is anticipated to exhibit the highest CAGR. Rising awareness of lifestyle-related diseases is driving interest in functional nutrition. Urban populations are increasingly adopting Western dietary habits, creating demand for probiotic-enriched products. Limited local production capacity is encouraging imports and international brand penetration. Governments are investing in healthcare infrastructure and wellness initiatives, indirectly supporting probiotic adoption. Online retail platforms are expanding rapidly, improving accessibility in underserved markets.

Key players in the market

Some of the key players in Gut Health & Probiotic Foods Market include Nestlé S.A., Valio Ltd., Danone S.A., Probi AB, Yakult Honsha Co., Ltd., Sanofi S.A., Chr. Hansen Holding A/S, Amway Corporation, DuPont de Nemours, Inc., Kerry Group plc, PepsiCo, Inc., BioGaia AB, General Mills, Inc., Lallemand Inc., and Arla Foods.

Key Developments:

In September 2025, DuPont has signed an agreement to acquire Sinochem (Ningbo) RO Memtech Co., Ltd. to expand its reverse osmosis (RO) manufacturing footprint into

China and the Asia Pacific region. With advanced membrane and fabrication production technologies, the acquisition increases DuPont's capacity to meet the growing demand in the region for FilmTec? elements for industrial water purification and reuse.

In September 2025, Danone announced the inauguration of its OneBiome Laboratory in Paris-Saclay, marking a major milestone in its commitment to science-based innovation and leadership in gut health research. The Danone OneBiome Lab will serve as a global hub for microbiome science, nutrition, and digital health, reinforcing Danone's pioneering role in shaping the future of food and health.

Product Types Covered:

Dairy-based Probiotic Foods

Non-dairy/Plant-based Probiotic Foods

Fermented Foods

Functional Beverages

Gut Health Supplements

Other Product Types

Probiotic Strains Covered:

Lactobacillus

Bifidobacterium

Saccharomyces boulardii

Other Emerging Strains

Forms Covered:

Liquid

Powder

Capsule/Tablets

Food Additives

Distribution Channels Covered:

Supermarkets/Hypermarkets

Pharmacies & Drug Stores

Health & Specialty Stores

Direct-to-Consumer Brands

Online Retail/E-commerce

End Users Covered:

Adults

Children

Elderly Population

Clinical/Medical Use

Other End Users

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 End User 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 GUT HEALTH & PROBIOTIC FOODS MARKET, BY PRODUCT TYPE

- 5.1 Introduction
- 5.2 Dairy-based Probiotic Foods
- 5.3 Non-dairy/Plant-based Probiotic Foods
- 5.4 Fermented Foods
- 5.5 Functional Beverages
- 5.6 Gut Health Supplements
- 5.7 Other Product Types

6 GLOBAL GUT HEALTH & PROBIOTIC FOODS MARKET, BY PROBIOTIC STRAIN

- 6.1 Introduction
- 6.2 Lactobacillus
- 6.3 Bifidobacterium
- 6.4 Saccharomyces boulardii
- 6.5 Other Emerging Strains

7 GLOBAL GUT HEALTH & PROBIOTIC FOODS MARKET, BY FORM

- 7.1 Introduction
- 7.2 Liquid
- 7.3 Powder
- 7.4 Capsule/Tablets
- 7.5 Food Additives

8 GLOBAL GUT HEALTH & PROBIOTIC FOODS MARKET, BY DISTRIBUTION CHANNEL

- 8.1 Introduction
- 8.2 Supermarkets/Hypermarkets
- 8.3 Pharmacies & Drug Stores
- 8.4 Health & Specialty Stores
- 8.5 Direct-to-Consumer Brands
- 8.6 Online Retail/E-commerce

9 GLOBAL GUT HEALTH & PROBIOTIC FOODS MARKET, BY END USER

- 9.1 Introduction

- 9.2 Adults
- 9.3 Children
- 9.4 Elderly Population
- 9.5 Clinical/Medical Use
- 9.6 Other End Users

10 GLOBAL GUT HEALTH & PROBIOTIC FOODS MARKET, BY GEOGRAPHY

- 10.1 Introduction
- 10.2 North America
 - 10.2.1 US
 - 10.2.2 Canada
 - 10.2.3 Mexico
- 10.3 Europe
 - 10.3.1 Germany
 - 10.3.2 UK
 - 10.3.3 Italy
 - 10.3.4 France
 - 10.3.5 Spain
 - 10.3.6 Rest of Europe
- 10.4 Asia Pacific
 - 10.4.1 Japan
 - 10.4.2 China
 - 10.4.3 India
 - 10.4.4 Australia
 - 10.4.5 New Zealand
 - 10.4.6 South Korea
 - 10.4.7 Rest of Asia Pacific
- 10.5 South America
 - 10.5.1 Argentina
 - 10.5.2 Brazil
 - 10.5.3 Chile
 - 10.5.4 Rest of South America
- 10.6 Middle East & Africa
 - 10.6.1 Saudi Arabia
 - 10.6.2 UAE
 - 10.6.3 Qatar
 - 10.6.4 South Africa
 - 10.6.5 Rest of Middle East & Africa

11 KEY DEVELOPMENTS

11.1 Agreements, Partnerships, Collaborations and Joint Ventures

11.2 Acquisitions & Mergers

11.3 New Product Launch

11.4 Expansions

11.5 Other Key Strategies

12 COMPANY PROFILING

12.1 Nestl? S.A.

12.2 Valio Ltd.

12.3 Danone S.A.

12.4 Probi AB

12.5 Yakult Honsha Co., Ltd.

12.6 Sanofi S.A.

12.7 Chr. Hansen Holding A/S

12.8 Amway Corporation

12.9 DuPont

12.10 Kerry Group plc

12.11 PepsiCo, Inc.

12.12 BioGaia AB

12.13 General Mills, Inc.

12.14 Lallemand Inc.

12.15 Arla Foods amba

List Of Tables

LIST OF TABLES

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

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

Table 3 Global Gut Health & Probiotic Foods Market Outlook, By Dairy-based Probiotic Foods (2024-2032) (\$MN)

Table 4 Global Gut Health & Probiotic Foods Market Outlook, By Non-dairy/Plant-based Probiotic Foods (2024-2032) (\$MN)

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

Table 6 Global Gut Health & Probiotic Foods Market Outlook, By Functional Beverages (2024-2032) (\$MN)

Table 7 Global Gut Health & Probiotic Foods Market Outlook, By Gut Health Supplements (2024-2032) (\$MN)

Table 8 Global Gut Health & Probiotic Foods Market Outlook, By Other Product Types (2024-2032) (\$MN)

Table 9 Global Gut Health & Probiotic Foods Market Outlook, By Probiotic Strain (2024-2032) (\$MN)

Table 10 Global Gut Health & Probiotic Foods Market Outlook, By Lactobacillus (2024-2032) (\$MN)

Table 11 Global Gut Health & Probiotic Foods Market Outlook, By Bifidobacterium (2024-2032) (\$MN)

Table 12 Global Gut Health & Probiotic Foods Market Outlook, By Saccharomyces boulardii (2024-2032) (\$MN)

Table 13 Global Gut Health & Probiotic Foods Market Outlook, By Other Emerging Strains (2024-2032) (\$MN)

Table 14 Global Gut Health & Probiotic Foods Market Outlook, By Form (2024-2032) (\$MN)

Table 15 Global Gut Health & Probiotic Foods Market Outlook, By Liquid (2024-2032) (\$MN)

Table 16 Global Gut Health & Probiotic Foods Market Outlook, By Powder (2024-2032) (\$MN)

Table 17 Global Gut Health & Probiotic Foods Market Outlook, By Capsule/Tablets (2024-2032) (\$MN)

Table 18 Global Gut Health & Probiotic Foods Market Outlook, By Food Additives

(2024-2032) (\$MN)

Table 19 Global Gut Health & Probiotic Foods Market Outlook, By Distribution Channel (2024-2032) (\$MN)

Table 20 Global Gut Health & Probiotic Foods Market Outlook, By Supermarkets/Hypermarkets (2024-2032) (\$MN)

Table 21 Global Gut Health & Probiotic Foods Market Outlook, By Pharmacies & Drug Stores (2024-2032) (\$MN)

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

Table 23 Global Gut Health & Probiotic Foods Market Outlook, By Direct-to-Consumer Brands (2024-2032) (\$MN)

Table 24 Global Gut Health & Probiotic Foods Market Outlook, By Online Retail/E-commerce (2024-2032) (\$MN)

Table 25 Global Gut Health & Probiotic Foods Market Outlook, By End User (2024-2032) (\$MN)

Table 26 Global Gut Health & Probiotic Foods Market Outlook, By Adults (2024-2032) (\$MN)

Table 27 Global Gut Health & Probiotic Foods Market Outlook, By Children (2024-2032) (\$MN)

Table 28 Global Gut Health & Probiotic Foods Market Outlook, By Elderly Population (2024-2032) (\$MN)

Table 29 Global Gut Health & Probiotic Foods Market Outlook, By Clinical/Medical Use (2024-2032) (\$MN)

Table 30 Global Gut Health & Probiotic Foods Market Outlook, By Other End Users (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.

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