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Gut Health & Probiotic Supplements Market Forecasts to 2032 – Global Analysis By Product (Dietary Supplements, Functional Foods, Functional Beverages and Other Products), Ingredient, Distribution Channel, End User and By Geography

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Abstracts

According to Stratistics MRC, the Global Gut Health & Probiotic Supplements Market is accounted for $9.1 billion in 2025 and is expected to reach $17.3 billion by 2032 growing at a CAGR of 9.5% during the forecast period. Gut Health & Probiotic Supplements refer to the balance and proper functioning of the gastrointestinal system, which plays a crucial role in digestion, nutrient absorption, and immune defense. A healthy gut contains a diverse community of beneficial microorganisms that support metabolic and immune functions. Probiotic supplements are live bacteria and yeasts that help restore and maintain this balance by replenishing beneficial microbes. They aid in improving digestion, enhancing immunity, and preventing gastrointestinal disorders. Regular consumption of probiotics contributes to overall wellness by promoting a healthy microbiome, reducing inflammation, and supporting the body's natural defense mechanisms.

Market Dynamics:

Driver:

Consumer demand for preventive healthcare and wellness products

Preventive healthcare and wellness demand is boosting adoption of probiotic supplements globally. Rising awareness of digestive health, immunity, and overall well-being is propelling consumers toward daily probiotic intake. Functional foods and

supplements are increasingly marketed as part of holistic wellness routines. Healthcare professionals are recommending probiotics as adjuncts to conventional treatments, further strengthening credibility. This driver continues to anchor growth by aligning consumer health priorities with preventive nutrition.

Restraint:

High R&D costs and regulatory hurdles for health claims

R&D costs and regulatory hurdles are limiting scalability for probiotic manufacturers. Developing clinically validated strains requires significant investment in trials and formulation. Regulatory bodies impose strict guidelines on health claims, delaying product launches and increasing compliance costs. Smaller companies face barriers in competing with established players due to limited resources. This restraint continues to constrain innovation and market expansion despite rising demand.

Opportunity:

Integration with personalized nutrition and DNA-based wellness

Personalized nutrition and DNA-based wellness are enhancing consumer engagement and product differentiation. Companies are increasingly offering microbiome testing kits linked to tailored probiotic formulations. AI-driven platforms are enabling personalized recommendations based on genetic and lifestyle data. Partnerships between nutraceutical firms and digital health startups are accelerating innovation. This opportunity is unlocking new revenue streams and strengthening consumer loyalty in the probiotic sector.

Threat:

Shelf-life stability and cold-chain requirements

Shelf-life stability and cold-chain requirements are constraining distribution and affordability. Live probiotic strains require controlled storage conditions to maintain efficacy. Inadequate infrastructure in emerging markets limits product availability and consistency. High logistics costs reduce competitiveness compared to conventional supplements. This threat continues to challenge global expansion and long-term adoption of probiotics.

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Covid-19 Impact:

Covid-19 accelerated demand for probiotics as consumers prioritized immunity and preventive health. Covid-19 boosted probiotic supplement adoption across both developed and emerging markets. Lockdowns disrupted supply chains and distribution, but online channels compensated with rapid growth. Brands leveraged immunity-focused marketing to position probiotics as essential wellness products. Post-pandemic recovery is fostering hybrid distribution models combining retail and e-commerce. This impact continues to reshape consumer behavior and strengthen probiotics' role in preventive healthcare.

The dietary supplements segment is expected to be the largest during the forecast period

The dietary supplements segment is expected to account for the largest market share during the forecast period owing to rising demand for convenient, daily probiotic intake. Dietary supplements are driving adoption of probiotics across capsules, tablets, and powders. Consumers favor supplements for their portability, dosage accuracy, and ease of integration into routines. Healthcare professionals increasingly recommend supplements for digestive and immune health. Expanding retail and online availability is accelerating adoption. This segment continues to dominate due to its accessibility and broad consumer appeal.

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

Over the forecast period, the bacillus segment is predicted to witness the highest growth rate due to its stability and versatility. Bacillus strains are driving growth in probiotic formulations across supplements and functional foods. Unlike other strains, bacillus can withstand harsh processing and storage conditions, reducing cold-chain dependency. Their spore-forming nature enhances shelf-life and global distribution potential. Rising research on bacillus efficacy in gut health and immunity is accelerating adoption. This segment is expected to outpace others due to its scalability and resilience.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share due to advanced infrastructure and high consumer awareness. North America is driving probiotic adoption through strong demand for preventive healthcare and functional foods. Leading nutraceutical companies are investing in R&D and

expanding product portfolios. Regulatory clarity and high disposable incomes are fostering market maturity. E-commerce penetration and wellness-focused marketing are accelerating adoption. North America continues to dominate in both revenue and innovation leadership.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR owing to rapid urbanization and rising health consciousness. Asia Pacific is driving probiotic growth through strong demand in China, Japan, India, and Southeast Asia. Local startups and global players are scaling affordable and culturally tailored probiotic products. Rising middle-class incomes and digital adoption are accelerating market penetration. Government support for preventive healthcare and nutrition is fostering long-term growth.

Key players in the market

Some of the key players in Gut Health & Probiotic Supplements Market include Nestl? Health Science, Danone S.A., Chr. Hansen Holding A/S, DuPont de Nemours Inc., Kerry Group plc, Yakult Honsha Co. Ltd., Amway Corporation, Bayer AG, BioGaia AB, DSM-Firmenich AG, Probi AB, Arla Foods amba, General Mills Inc., NOW Foods and Garden of Life LLC.

Key Developments:

In June 2025, Danone acquired The Akkermansia Company (TAC), a Belgian biotech pioneer specializing in next-generation biotics, for approximately $200 million. TAC's patented strain Akkermansia muciniphila MucT™ has been clinically validated to support gut barrier function, reduce inflammation, and address metabolic disorders such as obesity and diabetes.

In April 2024, Nestl? India and Dr. Reddy's Laboratories formed a joint venture to bring nutraceutical and probiotic brands to consumers across India and agreed territories. This collaboration strengthens Nestl?'s presence in gut health by combining its global nutrition expertise with Dr. Reddy's pharmaceutical distribution network.

Products Covered:

Dietary Supplements

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Functional Foods

Functional Beverages

Animal Feed Probiotics

Infant & Child Nutrition Products

Clinical Nutrition Products

Pet Nutrition & Companion Animal Products

Other Products

Ingredients Covered:

Lactobacillus

Bifidobacterium

Saccharomyces

Streptococcus

Bacillus

Enterococcus

Other Ingredients

Distribution Channels Covered:

Pharmacies & Drug Stores

Supermarkets & Hypermarkets

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- Online Platforms
- Specialty Health Stores
- Convenience & Grocery Retailers
- Other Distribution Channels

End Users Covered:

- Adults
- Children
- Geriatric Population
- Veterinary Applications
- Pregnant & Lactating Women
- Other End Users

Regions Covered:

- North America
  - US
  - Canada
  - Mexico
- Europe
  - Germany
  - UK

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- 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

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

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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

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5 GLOBAL GUT HEALTH & PROBIOTIC SUPPLEMENTS MARKET, BY PRODUCT

5.1 Introduction
5.2 Dietary Supplements
5.3 Functional Foods
5.4 Functional Beverages
5.5 Animal Feed Probiotics
5.6 Infant & Child Nutrition Products
5.7 Clinical Nutrition Products
5.8 Pet Nutrition & Companion Animal Products
5.9 Other Products

6 GLOBAL GUT HEALTH & PROBIOTIC SUPPLEMENTS MARKET, BY INGREDIENT

6.1 Introduction
6.2 Lactobacillus
6.3 Bifidobacterium
6.4 Saccharomyces
6.5 Streptococcus
6.6 Bacillus
6.7 Enterococcus
6.8 Other Ingredients

7 GLOBAL GUT HEALTH & PROBIOTIC SUPPLEMENTS MARKET, BY DISTRIBUTION CHANNEL

7.1 Introduction
7.2 Pharmacies & Drug Stores
7.3 Supermarkets & Hypermarkets
7.4 Online Platforms
7.5 Specialty Health Stores
7.6 Convenience & Grocery Retailers
7.7 Other Distribution Channels

8 GLOBAL GUT HEALTH & PROBIOTIC SUPPLEMENTS MARKET, BY END USER

8.1 Introduction
8.2 Adults

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8.3 Children
8.4 Geriatric Population
8.5 Veterinary Applications
8.6 Pregnant & Lactating Women
8.7 Other End Users

9 GLOBAL GUT HEALTH & PROBIOTIC SUPPLEMENTS MARKET, BY GEOGRAPHY

9.1 Introduction
9.2 North America
  9.2.1 US
  9.2.2 Canada
  9.2.3 Mexico
9.3 Europe
  9.3.1 Germany
  9.3.2 UK
  9.3.3 Italy
  9.3.4 France
  9.3.5 Spain
  9.3.6 Rest of Europe
9.4 Asia Pacific
  9.4.1 Japan
  9.4.2 China
  9.4.3 India
  9.4.4 Australia
  9.4.5 New Zealand
  9.4.6 South Korea
  9.4.7 Rest of Asia Pacific
9.5 South America
  9.5.1 Argentina
  9.5.2 Brazil
  9.5.3 Chile
  9.5.4 Rest of South America
9.6 Middle East & Africa
  9.6.1 Saudi Arabia
  9.6.2 UAE
  9.6.3 Qatar
  9.6.4 South Africa

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9.6.5 Rest of Middle East & Africa

10 KEY DEVELOPMENTS

10.1 Agreements, Partnerships, Collaborations and Joint Ventures
10.2 Acquisitions & Mergers
10.3 New Product Launch
10.4 Expansions
10.5 Other Key Strategies

11 COMPANY PROFILING

11.1 Nestl? Health Science
11.2 Danone S.A.
11.3 Chr. Hansen Holding A/S
11.4 DuPont de Nemours Inc.
11.5 Kerry Group plc
11.6 Yakult Honsha Co. Ltd.
11.7 Amway Corporation
11.8 Bayer AG
11.9 BioGaia AB
11.10 DSM-Firmenich AG
11.11 Probi AB
11.12 Arla Foods amba
11.13 General Mills Inc.
11.14 NOW Foods
11.15 Garden of Life LLC

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List Of Tables

LIST OF TABLES

Table 1 Global Gut Health & Probiotic Supplements Market Outlook, By Region (2024-2032) ($MN)
Table 2 Global Gut Health & Probiotic Supplements Market Outlook, By Product (2024-2032) ($MN)
Table 3 Global Gut Health & Probiotic Supplements Market Outlook, By Dietary Supplements (2024-2032) ($MN)
Table 4 Global Gut Health & Probiotic Supplements Market Outlook, By Functional Foods (2024-2032) ($MN)
Table 5 Global Gut Health & Probiotic Supplements Market Outlook, By Functional Beverages (2024-2032) ($MN)
Table 6 Global Gut Health & Probiotic Supplements Market Outlook, By Animal Feed Probiotics (2024-2032) ($MN)
Table 7 Global Gut Health & Probiotic Supplements Market Outlook, By Infant & Child Nutrition Products (2024-2032) ($MN)
Table 8 Global Gut Health & Probiotic Supplements Market Outlook, By Clinical Nutrition Products (2024-2032) ($MN)
Table 9 Global Gut Health & Probiotic Supplements Market Outlook, By Pet Nutrition & Companion Animal Products (2024-2032) ($MN)
Table 10 Global Gut Health & Probiotic Supplements Market Outlook, By Other Products (2024-2032) ($MN)
Table 11 Global Gut Health & Probiotic Supplements Market Outlook, By Ingredient (2024-2032) ($MN)
Table 12 Global Gut Health & Probiotic Supplements Market Outlook, By Lactobacillus (2024-2032) ($MN)
Table 13 Global Gut Health & Probiotic Supplements Market Outlook, By Bifidobacterium (2024-2032) ($MN)
Table 14 Global Gut Health & Probiotic Supplements Market Outlook, By Saccharomyces (2024-2032) ($MN)
Table 15 Global Gut Health & Probiotic Supplements Market Outlook, By Streptococcus (2024-2032) ($MN)
Table 16 Global Gut Health & Probiotic Supplements Market Outlook, By Bacillus (2024-2032) ($MN)
Table 17 Global Gut Health & Probiotic Supplements Market Outlook, By Enterococcus (2024-2032) ($MN)
Table 18 Global Gut Health & Probiotic Supplements Market Outlook, By Other

Ingredients (2024-2032) ($MN)
Table 19 Global Gut Health & Probiotic Supplements Market Outlook, By Distribution Channel (2024-2032) ($MN)
Table 20 Global Gut Health & Probiotic Supplements Market Outlook, By Pharmacies & Drug Stores (2024-2032) ($MN)
Table 21 Global Gut Health & Probiotic Supplements Market Outlook, By Supermarkets & Hypermarkets (2024-2032) ($MN)
Table 22 Global Gut Health & Probiotic Supplements Market Outlook, By Online Platforms (2024-2032) ($MN)
Table 23 Global Gut Health & Probiotic Supplements Market Outlook, By Specialty Health Stores (2024-2032) ($MN)
Table 24 Global Gut Health & Probiotic Supplements Market Outlook, By Convenience & Grocery Retailers (2024-2032) ($MN)
Table 25 Global Gut Health & Probiotic Supplements Market Outlook, By Other Distribution Channels (2024-2032) ($MN)
Table 26 Global Gut Health & Probiotic Supplements Market Outlook, By End User (2024-2032) ($MN)
Table 27 Global Gut Health & Probiotic Supplements Market Outlook, By Adults (2024-2032) ($MN)
Table 28 Global Gut Health & Probiotic Supplements Market Outlook, By Children (2024-2032) ($MN)
Table 29 Global Gut Health & Probiotic Supplements Market Outlook, By Geriatric Population (2024-2032) ($MN)
Table 30 Global Gut Health & Probiotic Supplements Market Outlook, By Veterinary Applications (2024-2032) ($MN)
Table 31 Global Gut Health & Probiotic Supplements Market Outlook, By Pregnant & Lactating Women (2024-2032) ($MN)
Table 32 Global Gut Health & Probiotic Supplements 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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