

Lactobacillus Strains Market Forecasts to 2032 – Global Analysis By Type (Lactobacillus Acidophilus, Lactobacillus Casei, Lactobacillus Plantarum, Lactobacillus Rhamnosus and Other Types), Form (Powder, Capsules, Liquid, Freeze-dried and Tablets), End User and By Geography

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Abstracts

According to Statistics MRC, the Global Lactobacillus Strains Market is growing at a CAGR of 7.2% during the forecast period. Lactobacillus strains are a type of good bacteria that are frequently found in fermented foods like kefir, sauerkraut, and yogurt as well as in the human gut. By strengthening the immune system, preventing the growth of dangerous pathogens, and balancing the gut microbiota, these probiotic microbes are essential for preserving digestive health. Different strains, including Lactobacillus acidophilus, Lactobacillus rhamnosus, and Lactobacillus casei, have special qualities that support immune function overall, improve lactose digestion, and lessen gastrointestinal discomfort, among other health benefits. Moreover, their therapeutic potential in promoting gut health and preventing certain infections has led to an increasing exploration of their use in dietary supplements and functional foods.

According to data from the National Institutes of Health (NIH), probiotics are indeed used by approximately 3.9 million U.S. adults, which account for 1.6% of the adult population, as part of their wellness routines. Lactobacillus strains are among the most commonly consumed probiotics.

Market Dynamics:

Driver:

Growing awareness of gut health among consumers

The significance of a healthy gut microbiota in preserving general wellness is becoming more widely acknowledged by consumers. Scientific publications, health influencers, and medical professionals who advocate probiotics as crucial for immune modulation and digestive balance are driving this awareness. The well-established advantages of Lactobacillus strains, in particular, like preventing diarrhea, promoting nutrient absorption, and lessening bloating, have made them popular. Moreover, these probiotics are therefore being actively added to people's daily diets through supplements and functional foods, which is driving steady demand in international markets.

Restraint:

Absence of strain-specific regulation and standardization

Despite the fact that many probiotic products make the claim to contain Lactobacillus strains, labeling, potency, and efficacy are frequently inconsistent. There are significant regional differences in regulatory frameworks, and not all nations require clinical validation for health claims pertaining to particular strains. This prevents probiotic standards from being harmonized globally and causes consumers to become confused. Furthermore, if strain-specific applications lack required identification and dosage guidelines, consumer confidence may be damaged, and the commercialization of scientifically advanced formulations may be restricted.

Opportunity:

Creation of probiotic substances

Investment in the creation of pharmaceutical-grade probiotics is rising, and Lactobacillus strains are being marketed as supplements to medical treatments as well as dietary supplements. Treatments for bacterial vaginosis, inflammatory bowel disease (IBD), antibiotic-associated diarrhea, and other conditions are among them. Moreover, the emergence of prescription probiotics and clinical studies confirming strain-specific effects opens up new revenue streams for pharmaceutical and biotech companies hoping to leverage Lactobacillus strains' therapeutic potential.

Threat:

High levels of price pressure and market competition

The introduction of many players, from global firms to local supplement brands, has made the probiotic market—which includes *Lactobacillus* strains—extremely competitive. There are now price wars as a result, especially in the functional food and dietary supplement industries. The distinctive value of strain-specific benefits may be diminished as a result of commoditization, which occurs when brands compete on price rather than quality or innovation. Furthermore, private-label goods in retail chains further weaken premium manufacturers' pricing power, reducing their long-term viability and profitability.

Covid-19 Impact:

The COVID-19 pandemic affected the market for *Lactobacillus* strains in a variety of ways. Probiotic supplements and functional foods that contain *Lactobacillus* strains are in high demand as a result of the substantial increase in consumer awareness of immunity and gut health. During the pandemic, more than 43 percent of Americans who take supplements increased their consumption of immune-supporting products, which increased short-term sales. But the market also had to contend with issues like disruptions in the supply chain, restricted access to raw materials, and production and distribution delays, especially for probiotic products that were refrigerated. Additionally, product approvals and clinical trials were impacted by regulatory slowdowns, which somewhat inhibited innovation.

The *Lactobacillus acidophilus* segment is expected to be the largest during the forecast period

The *Lactobacillus acidophilus* segment is expected to account for the largest market share during the forecast period. This dominance is ascribed to its extensive use in pharmaceuticals, fermented dairy products, and dietary supplements because of its proven advantages in enhancing immunity, promoting gut health, and facilitating lactose digestion. One of the most studied probiotic strains is *Lactobacillus acidophilus*, which is frequently found in multistrain formulations and is known for its stability and compatibility with other good bacteria. Moreover, *Lactobacillus acidophilus*'s strong clinical validation and adaptability guarantee its sustained dominance in both established and developing probiotic markets.

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

Over the forecast period, the liquid segment is predicted to witness the highest growth rate. This expansion is mostly due to the growing need for easy-to-take and efficient probiotic supplements. Due to their improved bioavailability and ease of consumption, liquid formulations are especially well-liked by older adults and children. The liquid form is also frequently used in animal feed, which helps explain its quick market growth. Additionally, the liquid market is expected to grow significantly as consumer preferences change toward more readily available and powerful probiotic options, which will be in line with larger trends in health and wellness.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share. Numerous factors, such as a rich cultural legacy of fermented foods, increased health consciousness, and a rapidly expanding population in nations like China and India, are contributing to this leadership. The demand for Lactobacillus-based products has increased significantly as a result of the growing popularity of probiotic-rich foods like kefir, kimchi, and yogurt as well as growing awareness of the advantages for gut health. Furthermore, Asia Pacific is becoming a major force behind market expansion as local producers in the area are leveraging this trend by launching cutting-edge probiotic formulations.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, driven by a rise in health-conscious consumers and growing knowledge of the advantages of immunity and gut health. The demand for functional foods has significantly increased, especially among millennials and older populations looking for preventive wellness options, which is driving this growth. Moreover, the market growth for Lactobacillus strains is further supported by the region's strong healthcare system and advantageous regulatory environment.

Key players in the market

Some of the key players in Lactobacillus Strains Market include Morinaga Milk Industry Co., Ltd., Chr. Hansen Holding A/S, Danone S.A, ADM (Archer-Daniels-Midland Company), Nestle S.A, Koninklijke DSM N.V., International Flavors & Fragrances Inc., Arla Foods Inc, Lallemand Inc., Yakult Honsha Co., Ltd., DowDuPont, Chobani LLC, Kerry Inc, Post Holdings Inc and Novozymes Inc.

Key Developments:

In September 2024, Nestle is to build its first food factory in Saudi Arabia after signing a contract committing to the project. The Saudi Press Agency, the country's state news agency, reported that Nestle has signed up for a 117,000 sq m plot in Jeddah's Third Industrial City.

In January 2024, French food group Danone said that it had signed an agreement to sell its premium organic dairy units in the United States to investment firm Platinum Equity. The sale of the Horizon Organic and Wallaby businesses is part of the company's portfolio review and asset rotation program the company announced in March 2022, Danone said in a statement, without disclosing the financial details of the deal.

In December 2023, Kerry Group plc announces it has entered into a definitive agreement to acquire part of the global lactase enzyme business of Chr. Hansen Holding A/S and Novozymes A/S on a carve out basis. This acquisition is subject to European Commission approval of Kerry as a buyer and forms part of the Novozymes and Chr. Hansen merger approval process.

Types Covered:

Lactobacillus Acidophilus

Lactobacillus Casei

Lactobacillus Plantarum

Lactobacillus Rhamnosus

Other Types

Forms Covered:

Powder

Capsules

Liquid

Freeze-dried

Tablets

End Users Covered:

Functional Food & Beverages

Infant Formula

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

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