

Synbiotic Products Market Forecasts to 2030 – Global Analysis By Product (Food & Beverage Synbiotics, Dietary Supplements Synbiotics, Animal Feed Synbiotics and Other Products), Ingredients, Form, Distribution Channel, Application, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Synbiotic Products Market is accounted for \$698.8 million in 2024 and is expected to reach \$1204.6 million by 2030 growing at a CAGR of 9.5% during the forecast period. Synbiotic products are dietary supplements or functional foods that combine probiotics (beneficial live microorganisms) and prebiotics (non-digestible food ingredients) to synergistically enhance gut health. Probiotics, such as Lactobacillus or Bifidobacterium strains, promote a balanced gut microbiota, while prebiotics, often derived from fibers like inulin or fructooligosaccharides, serve as nourishment for these microbes. Synbiotics are commonly found in dairy products, beverages, or capsules, offering a holistic approach to maintaining overall health by optimizing the gut's ecosystem.

Market Dynamics:

Driver:

Rising consumer awareness about gut health

Consumers are increasingly recognizing the connection between gut health and overall well-being, including improved digestion, enhanced immunity, and better mental health. This awareness has fuelled demand for functional foods and supplements that combine

probiotics and prebiotics, known as synbiotics, to support a balanced gut microbiome. Manufacturers are innovating with appealing product formats, such as beverages and snacks, to cater to diverse consumer preferences. Additionally, growing interest in preventive healthcare has encouraged consumers to adopt synbiotic products as part of their daily routines. The trend is further amplified by social media, health campaigns, and endorsements by nutritionists, driving market expansion globally.

Restraint:

Lack of awareness in emerging markets

Consumers in these regions often have limited knowledge about the health benefits of synbiotic products, such as improved digestion and immunity. This lack of understanding reduces demand, as individuals are less likely to invest in products they do not recognize or understand. Additionally, insufficient educational campaigns and marketing efforts by manufacturers exacerbate the problem. Healthcare professionals in these markets may also be unaware of synbiotic benefits, further limiting recommendations to consumers. Cultural preferences for traditional remedies over modern health products create an additional barrier. As a result, the market struggles to gain traction in these regions, stalling its global expansion potential.

Opportunity:

Integration into diverse food products

Integration into diverse food products like dairy, beverages, bakery, and cereals, manufacturers cater to health-conscious consumers seeking functional foods. This versatility allows synbiotic products to seamlessly align with varying dietary preferences and regional cuisines, enhancing their appeal. The convenience of fortified food options also encourages wider adoption among busy consumers. Additionally, collaborations between food companies and biotech firms are fostering innovation in synbiotic formulations. As a result, the market experiences increased demand due to its ability to blend health benefits with palatable and familiar food formats.

Threat:

Potential side effects and consumer mistrust

Adverse reactions such as bloating, gas, or allergies can lead to dissatisfaction among

users. Lack of clear information about product safety and efficacy further amplifies consumer skepticism. Inconsistent regulatory standards and insufficient clinical evidence also undermine trust in synbiotic products. Negative reviews and word-of-mouth about side effects deter potential buyers. Additionally, high prices for perceived uncertain benefits discourage widespread adoption. Educating consumers and improving product transparency are essential to overcoming these challenges.

Covid-19 Impact

The COVID-19 pandemic significantly impacted the synbiotic products market. Initially, disruptions in supply chains and logistical challenges hindered production and distribution. However, growing consumer awareness about health and immunity boosted demand for functional foods, including synbiotic products. People increasingly sought products that support gut health and enhance immune function, driving innovation and new product launches in the sector. The shift toward online retail further facilitated market growth, as consumers adapted to e-commerce platforms for purchasing health supplements. Overall, while the pandemic presented challenges, it also created opportunities for the synbiotic products market to expand its reach and align with health-conscious trends.

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

The probiotics segment is expected to account for the largest market share during the forecast period, due to its well-documented health benefits and growing consumer demand for gut health solutions. Probiotics, as live beneficial bacteria, form a key component of synbiotic formulations, which combine them with prebiotics to enhance their efficacy. Increasing awareness of probiotics' role in improving digestion, immunity, and overall well-being has fuelled their popularity among health-conscious consumers. The segment benefits from ongoing research and product innovations, such as targeted delivery systems and strain-specific benefits, which boost consumer trust and adoption. Additionally, the rising prevalence of digestive disorders and lifestyle-related ailments further drives demand for probiotics-infused synbiotic products.

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

The children segment is anticipated to witness the highest CAGR during the forecast period, due to the growing awareness of gut health's impact on overall well-being. Parents increasingly seek functional foods and beverages to support their children's digestive health and immunity. Synbiotic products, combining probiotics and prebiotics,

cater to these demands by improving nutrient absorption and enhancing gut microbiota. Rising rates of digestive disorders and allergies in youngsters fuel demand for such customised remedies. Manufacturers are also developing appealing flavours and child-friendly formats, like gummies and powders, to encourage consumption. This focus on children aligns with broader health trends, boosting the segment's market growth.

Region with largest share:

Asia Pacific is expected to hold the largest market share during the forecast period due to the benefits of combining probiotics and prebiotics. Rising health consciousness, coupled with the growing prevalence of gastrointestinal disorders, has boosted demand for functional foods and dietary supplements. Countries like China, Japan, and India are at the forefront, with expanding product portfolios targeting diverse age groups. The integration of synbiotics into dairy products, beverages, and infant nutrition is particularly prominent. Moreover, innovation in formulation and increasing investments in research and development by key players further fuel market expansion.

Region with highest CAGR:

North America is expected to have the highest CAGR over the forecast period, owing to increased consumer awareness of gut health and the benefits of combining probiotics and prebiotics. Rising demand for functional foods and dietary supplements, coupled with a focus on preventive healthcare, fuels the market's expansion. The region's robust food and beverage industry and advancements in biotechnology further support product innovation and availability. Key applications include dairy products, infant formula, and nutraceuticals. Major players are investing in R&D and strategic partnerships to meet evolving consumer preferences, ensuring steady growth in this health-conscious market.

Key players in the market

Some of the key players profiled in the Synbiotic Products Market include Seed Health, Inc., Sabinsa Corporation, Biomin America Inc., Probiotal S.p.A., Chobani Global Holdings LLC, United Natural Foods, Herbalife Nutrition Ltd., Yakult Honsha Co., Inc., Pfizer Inc., Daflorn Ltd., Danone S.A., HUM Nutrition, Aspera BY NU3X, Synbiotic Health and Chr. Hansen Holding A/S.

Key Developments:

In October 2024, Sabinsa Corporation announced a multinational distribution agreement with Postbiotics, Inc. This agreement covers significant markets including the U.S., Canada, the European Union, India, and Japan. The partnership aims to distribute PoZibio, a dietary supplement and functional food ingredient that focuses on health benefits associated with postbiotics.

In September 2024, Seed Health partnered with Target to distribute its products in all Target stores and on Target's website. This partnership marks Seed Health's first collaboration with a major retailer, aiming to broaden access to its microbiome-directed innovations.

In May 2024, Seed Health launched VS-01™ Vaginal Synbiotic, the first clinically validated vaginal synbiotic designed to rapidly establish an optimal vaginal microbiome dominated by *Lactobacillus crispatus*. This product aims to redefine vaginal care by restoring the vagina's protective bacteria.

Products Covered:

Food & Beverage Synbiotics

Dietary Supplements Synbiotics

Animal Feed Synbiotics

Other Products

Ingredients Covered:

Probiotics

Prebiotics

Other Ingredients

Forms Covered:

Powder

Liquid

Capsules

Other Forms

Distribution Channels Covered:

Offline

Online

Applications Covered:

Human Nutrition

Animal Nutrition

End Users Covered:

Adults

Children

Elderly Population

Animals

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 2022, 2023, 2024, 2026, and 2030
- 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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