

India Probiotic Market By Product Type (Probiotic Curd, Probiotic Drinks, Probiotic Yogurt), By Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

Market Overview

India Probiotic Market was valued at USD 2.14 Billion in 2024 and is projected to reach USD 6.72 Billion by 2030, growing at a CAGR of 21.01%. The market is witnessing rapid expansion due to rising consumer focus on digestive health, lifestyle changes, and increased consumption of functional foods. Urban populations are driving demand through the adoption of probiotic-rich items such as yogurt, drinks, and dietary supplements. The surge in e-commerce platforms and enhanced availability in organized retail channels have further accelerated product accessibility. Influences from Western dietary habits and growing awareness of gut microbiome health are also key contributors to this upward trend. As consumers seek preventive health solutions, probiotics are becoming a preferred choice in daily nutrition, especially among health-conscious millennials.

Key Market Challenges

Lack of Awareness and Education Among Consumers

A major challenge confronting the India probiotic market is the limited consumer awareness regarding the benefits of probiotics, particularly in rural and semi-urban regions. While urban consumers are increasingly embracing probiotic-rich foods, a large segment of the population remains unfamiliar with how probiotics aid in digestion,

immunity, and gut health. This knowledge gap hinders product adoption and restricts market growth beyond urban centers. Traditional dietary habits and skepticism toward processed functional foods further compound the challenge. To address this, companies must focus on targeted education campaigns that highlight the science-backed health benefits of probiotics. Building trust through transparent labeling, clinical endorsements, and outreach programs will be vital in expanding consumer acceptance in underserved regions.

Key Market Trends

Surge in Plant-Based Probiotic Products

A rising trend within the India probiotic market is the growing demand for plant-based probiotic products. With more consumers adopting vegan lifestyles or seeking dairy-free alternatives due to lactose intolerance and ethical concerns, the market is seeing a shift toward non-dairy probiotic options. Companies are responding with innovative formulations using coconut, soy, almond, and oats as the base for probiotic beverages and snacks. These products offer similar gut health benefits while aligning with environmentally sustainable and cruelty-free consumer values. The trend is especially popular among millennials and health-conscious buyers who value clean-label, natural, and allergen-free products. As awareness of plant-based nutrition rises, manufacturers are expanding their dairy-free probiotic lines to capture this evolving segment.

Key Market Players

Drums Food International (Epigamia)

Gujarat Cooperative Milk Marketing Federation

Heritage Foods Limited

Mother Dairy Fruits and Vegetables Pvt. Ltd.

Milkmantra Dairy Pvt. Ltd.

Milky Mist Dairy

Nestlé India Ltd.

Danone India Pvt. Ltd. (Yakult)

Dr. Reddy's Laboratories Ltd.

Tablets India Ltd.

Report Scope:

In this report, the India Probiotic Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

India Probiotic Market, By Product Type:

Probiotic Curd

Probiotic Drinks

Probiotic Yogurt

India Probiotic Market, By Distribution Channel:

Supermarkets/Hypermarkets

Convenience Stores

Online

Others

India Probiotic Market, By Region:

North

South

East

West

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the India Probiotic Market.

Available Customizations:

India Probiotic Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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