

# **Probiotics Dietary Supplements Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028 Segmented By Form (Chewables & Gummies, Capsules, Powders, Tablets & Softgels, Others), By End-use (Infants, Children, Adults, Geriatric), By Applications (Sports Fitness, Energy & Weight Management, General Health, Bone & Joint Health, Gastrointestinal Health, Immunity, Cardiac Health, Diabetes, Anti-cancer, Skin/Hair/Nails, Brain/Mental Health, Others), By Region, By Competition Forecast & Opportunities, 2018-2028F**

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## **Abstracts**

The Global Probiotics Dietary Supplements Market, valued at USD 7.09 billion in 2022, is poised for remarkable growth in the forecast period, projecting an impressive Compound Annual Growth Rate (CAGR) of 10.79% through 2028. This global market has experienced substantial expansion in recent years, primarily propelled by the rising awareness among consumers regarding the significance of gut health and the potential advantages offered by probiotics. Probiotics, which are living microorganisms, provide a range of health benefits when ingested in appropriate quantities.

### **Key Market Drivers**

#### **Growing Health Consciousness**

In an era marked by increasing awareness of personal health and well-being,

consumers are seeking natural and holistic approaches to maintain and enhance their vitality. This growing health consciousness has given rise to a significant surge in the demand for dietary supplements, especially probiotics. Probiotics, live microorganisms with demonstrated health benefits, have captured the imagination of health-conscious individuals worldwide. Health consciousness is the heightened awareness and proactive approach individuals take to maintain and improve their health. This encompasses not only physical health but also mental and emotional well-being. People today are increasingly invested in making informed choices that contribute to a healthier and more fulfilling life. One of the most significant facets of health consciousness is the growing understanding of the gut's central role in overall health. The gut, often referred to as the 'second brain,' is a complex ecosystem of microorganisms, where the balance of beneficial and harmful bacteria can profoundly impact health. Consumers now comprehend that a balanced gut microbiome is essential for proper digestion, a robust immune system, and even mental health. As health-conscious individuals look for natural ways to enhance their well-being, probiotics emerge as a compelling solution. These live bacteria and yeasts, when consumed in adequate quantities, offer an array of benefits, from improving digestion to supporting the immune system. Probiotics align perfectly with the desire for holistic health practices. Digestive health issues, such as bloating, gas, and irritable bowel syndrome (IBS), are common concerns for many people. Health-conscious consumers are turning to probiotics to alleviate these issues and promote digestive harmony. This focus on digestive wellness directly drives the demand for probiotics dietary supplements. The immune system is a frontline defender against infections and diseases. Health-conscious individuals are increasingly aware of the need to bolster their immune systems, especially in the face of global health challenges like the COVID-19 pandemic. Probiotics are recognized for their role in supporting immune function, further contributing to their popularity. Health-conscious consumers are often discerning and seek evidence-based solutions. Probiotics have gained credibility through scientific research, which has demonstrated their effectiveness in addressing various health concerns. This research provides reassurance to consumers and encourages them to incorporate probiotics into their daily routines. The growing health consciousness is not limited to one geographical region. It is a global phenomenon. This has resulted in an expanding market for probiotics dietary supplements in regions like North America, Europe, Asia-Pacific, and beyond. Emerging economies are also witnessing increased adoption as health awareness spreads.

## Digestive Health Concerns

Digestive health concerns have become increasingly prevalent in today's fast-paced,

stress-filled world, affecting millions of people worldwide. As individuals grapple with issues such as bloating, indigestion, irritable bowel syndrome (IBS), and other gastrointestinal disorders, many are turning to natural and holistic remedies to find relief. This shift in health priorities has significantly contributed to the growth of the global probiotics dietary supplements market. Digestive health concerns encompass a range of issues related to the digestive system, including the stomach, intestines, and other associated organs. These concerns can manifest as discomfort, pain, irregular bowel movements, and more. They can impact an individual's overall quality of life, leading many to seek solutions. In recent years, digestive health problems have become increasingly common. Factors such as stress, poor dietary choices, and sedentary lifestyles contribute to these issues. As a result, more people are experiencing discomfort and seeking ways to alleviate their symptoms. Probiotics are living microorganisms that, when consumed in adequate quantities, offer numerous health benefits. One of their primary advantages is their ability to restore and maintain a healthy balance of gut bacteria. With digestive health concerns on the rise, probiotics have emerged as a natural and holistic approach to addressing these issues. Consumers experiencing digestive discomfort, whether it's occasional or chronic, often turn to probiotics for relief. These supplements can help regulate bowel movements, reduce bloating, and ease symptoms associated with IBS. The desire for a non-pharmacological and non-invasive solution has fueled the demand for probiotics. The efficacy of probiotics in addressing digestive health concerns is supported by scientific research. Studies have shown that specific strains of probiotics can help maintain a balanced gut microbiome and improve digestive function. This scientific validation provides consumers with confidence in the effectiveness of probiotics. The gut microbiome plays a crucial role in digestive health. Imbalances in this microbial ecosystem can lead to digestive problems. Probiotics, by introducing beneficial bacteria, help restore harmony to the gut, aiding in digestion and reducing the risk of gastrointestinal issues.

### Diverse Product Offerings

The global probiotics dietary supplements market is experiencing a boom, and one of the key drivers behind this growth is the diverse range of product offerings available to consumers. Probiotics, live microorganisms that confer health benefits when ingested in appropriate quantities, have gained immense popularity in recent years. Manufacturers have responded to this demand by introducing a wide variety of probiotics dietary supplements. The probiotics dietary supplements market now offers a plethora of product formulations, ensuring there is something to cater to every consumer's preference and need. These diverse offerings have played a pivotal role in driving

market growth. Probiotic supplements are available in multiple delivery methods, including capsules, tablets, powders, gummies, and even beverages. This variety allows consumers to choose a form that aligns with their convenience and personal preferences. For instance, individuals who struggle with swallowing pills may opt for probiotics in liquid or gummy form. Manufacturers are developing probiotic formulations targeting specific health concerns. For example, some products are tailored to address digestive issues, while others focus on immune system support or women's health. These customized formulations resonate with consumers looking for solutions tailored to their unique needs. Different probiotic strains offer distinct health benefits. Diverse product offerings include supplements containing specific strains known to be effective for various purposes. This enables consumers to select products that align with their health goals, whether it's improving digestion, bolstering immunity, or managing specific conditions. Probiotics have found their way into everyday consumables, such as yogurt, kefir, and other fermented foods. This allows consumers to incorporate probiotics seamlessly into their diet, making it easier to maintain a regular intake. For those who prefer traditional foods over supplements, this option is particularly attractive. The diverse product landscape caters to a broad range of consumer preferences. Some individuals may prefer the convenience of a daily probiotic pill, while others opt for flavored powders or probiotic-infused drinks. These choices make it more likely for consumers to adopt probiotics into their daily routine.

### Scientific Research Advancements

The global probiotics dietary supplements market is experiencing a remarkable surge in growth, driven by a multitude of factors. One of the most influential drivers behind this expansion is the continuous advancement in scientific research. Probiotics, live microorganisms known to provide various health benefits when consumed in adequate amounts, have garnered immense attention and consumer interest. One of the primary ways scientific research advances have impacted the probiotics market is through validation of their efficacy. Numerous studies have consistently shown that specific strains of probiotics can offer a wide range of health benefits. From improving digestive health to supporting the immune system and even playing a role in mental well-being, scientific evidence has lent credibility to probiotics as a valuable dietary supplement. Advancements in research have allowed for the identification and characterization of specific probiotic strains. Researchers can now pinpoint which strains are most effective for addressing particular health concerns. This precision has resulted in the development of targeted probiotic formulations, catering to consumers' specific needs. Scientific discoveries have expanded the applications of probiotics beyond traditional digestive health. For instance, research has revealed the potential of probiotics in

managing conditions such as irritable bowel syndrome (IBS), inflammatory bowel disease (IBD), and allergies. This diversification of applications broadens the consumer base and market opportunities. The gut microbiome, the community of microorganisms residing in the digestive tract, plays a pivotal role in overall health. Scientific research has deepened our understanding of how probiotics influence the gut microbiome. This knowledge has led to the development of probiotic products specifically designed to optimize microbial balance for better health outcomes. As scientific research continues to provide robust evidence of the benefits of probiotics, consumer confidence in these supplements has grown. Informed consumers are more likely to incorporate probiotics into their daily routines, further fueling market growth. Scientific findings have inspired product innovation in the probiotics market. Manufacturers are continually introducing new and improved probiotic formulations based on the latest research. These innovations attract consumer attention and encourage product adoption.

## Key Market Challenges

### Quality Control and Standardization

Ensuring the quality and potency of probiotics supplements can be challenging. Probiotics are live microorganisms, and maintaining their viability throughout the manufacturing, storage, and distribution processes is crucial. Variability in product quality can lead to inconsistencies in health benefits and erode consumer trust.

### Regulatory Complexity

Regulatory frameworks for dietary supplements vary across countries, making it challenging for manufacturers to navigate a complex landscape. Meeting regulatory requirements and obtaining approvals in different regions can be costly and time-consuming, hindering market expansion.

### Consumer Education

While awareness of probiotics has grown, many consumers still lack a deep understanding of how probiotics work, which strains are suitable for their specific needs, and what constitutes a high-quality product. Educating consumers about these aspects is essential to building trust and fostering informed decision-making.

### Survivability and Efficacy

Probiotic strains can be delicate and sensitive to environmental factors like temperature and humidity. Ensuring the survival and effectiveness of probiotics throughout their shelf life can be a challenge, especially in regions with extreme climate conditions.

## Key Market Trends

### Personalized Nutrition

Consumers are increasingly seeking tailored health solutions that cater to their individual needs. Personalized nutrition, including personalized probiotics formulations, is gaining traction. DNA testing and microbiome analysis are helping consumers identify the most beneficial probiotic strains for their specific health concerns.

### Targeted Formulations

Probiotic supplements are no longer one-size-fits-all. Companies are developing products that target specific health issues, such as gut health, immunity, and mental well-being. Formulations designed for infants, children, and seniors are also on the rise, addressing various age-related health concerns.

### Diversity in Strains

Research into probiotics is uncovering the unique benefits associated with different strains. The market is moving beyond the traditional *Lactobacillus* and *Bifidobacterium* strains, with manufacturers introducing lesser known but highly effective probiotic strains to their products.

### Synbiotics

The combination of probiotics and prebiotics, known as synbiotics, is gaining popularity. Synbiotic products aim to enhance the effectiveness of probiotics by providing the necessary nutrients to support their growth and activity in the gut. This trend reflects a growing understanding of the importance of prebiotics in probiotic supplementation.

## Segmental Insights

### Form Insights

Based on the category of form, tablets and softgels dominated the global market in



2022, capturing the largest share of total revenue. The demand for natural health supplements in tablet form is projected to rise in the coming years for several reasons. One key factor is the use of high-quality excipients that facilitate the absorption and disintegration of tablets. Tablets are convenient, making them an attractive choice for people leading busy lives. Moreover, tablets can be formulated to provide precise dosages, which is crucial for supplements that require specific levels for effectiveness and safety. While natural coatings may improve dissolution, factors like efficacy and quality also impact the rate at which the body absorbs these supplements. Overall, these advantages are expected to drive growth in this segment during the forecast period.

Furthermore, the presence of well-established gelatin production facilities, coupled with the growing demand for nutraceutical products, is anticipated to create new opportunities for manufacturers of softgel probiotic dietary supplements on a global scale. Softgels have gained popularity due to their smooth texture and their ability to mask unpleasant tastes. These factors are poised to contribute significantly to market expansion throughout the forecast period.

### End-use Insights

Based on the category of end-use, adults held the dominant position in the global market in 2022, boasting the largest market share of total revenue. The increasing incidence of gastrointestinal issues among adults has spurred the development of probiotic supplements. For example, in April 2021, Bausch Health introduced ENVIVE, an over-the-counter probiotic supplement in the United States, specifically designed for daily consumption by adults. ENVIVE aids in alleviating the frequency of five gastrointestinal symptoms, including diarrhea, constipation, gas, bloating, and discomfort.

Infants, on the other hand, are anticipated to exhibit substantial growth during the forecast period. The infant probiotic supplement market typically offers tasteless powders or liquids that can be easily mixed with various liquids fed to infants, including breast milk and formula. As the market expands, there is an increasing demand for customized products tailored to meet the unique metabolic and digestive needs of infants.

### Regional Insights

In 2022, North America took the lead in the market. The primary driving force behind the

increased demand for probiotic supplements in North America is the rising number of health-conscious consumers and the growing interest in products that promote gut health. Manufacturers in this region are responding to this demand by introducing innovative supplements to meet the needs of consumers. Moreover, many manufacturers are offering personalized probiotic supplements tailored to individual preferences. Additionally, consumers in North America have developed a strong awareness of the health advantages associated with probiotic supplements. According to the International Food Information Council's data for 2022, approximately 32% of Americans actively seek to incorporate probiotics into their diets, with 24% aiming to do so multiple times a day.

In contrast, the Middle East and Africa are emerging as promising markets for probiotic dietary supplements, with the region expected to experience significant growth at an impressive CAGR during the forecast period. The demographic landscape in this region is undergoing significant changes, characterized by a younger and increasingly employed population that places a heightened emphasis on health and well-being. This younger demographic is inclined to allocate resources to products that can enhance their overall health and quality of life, including probiotic supplements.

### Key Market Players

Vitakem Nutraceutical Inc

Lesaffre International Corp

DuPont de Nemours Inc

H&H Group PLC

Amway Corp

Abbott Laboratories Inc

Bayer AG

Pfizer Inc.

GSK PLC



## BASF SE

### Report Scope:

In this report, the Global Probiotics Dietary Supplements Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

#### Probiotics Dietary Supplements Market, By Form:

Chewables & Gummies

Capsules

Powders

Tablets & Softgels

Others

#### Probiotics Dietary Supplements Market, By End-use:

Infants

Children

Adults

Geriatric

#### Probiotics Dietary Supplements Market, By Applications:

Sports Fitness

Energy & Weight Management

General Health

Bone & Joint Health

Gastrointestinal Health

Immunity

Cardiac Health

Diabetes

Anti-cancer

Skin/Hair/Nails

Brain/Mental Health

Others

Probiotics Dietary Supplements Market, By Region:

North America

United States

Canada

Mexico

Europe

Germany

United Kingdom

France

Italy

Spain

Asia-Pacific

China

Japan

India

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Probiotics Dietary Supplements Market.

Available Customizations:

Global Probiotics Dietary Supplements market report with the given market data, Tech

*Probiotics Dietary Supplements Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2...*

Sci 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).

## Contents

### **1. PRODUCT OVERVIEW**

- 1.1. Market Definition
- 1.2. Scope of the Market
  - 1.2.1. Markets Covered
  - 1.2.2. Years Considered for Study
  - 1.2.3. Key Market Segmentations

### **2. RESEARCH METHODOLOGY**

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

### **3. EXECUTIVE SUMMARY**

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends

### **4. VOICE OF CUSTOMER**

### **5. GLOBAL PROBIOTICS DIETARY SUPPLEMENTS MARKET OUTLOOK**

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Form (Chewables & Gummies, Capsules, Powders, Tablets & Softgels, Others)
  - 5.2.2. By End-use (Infants, Children, Adults, Geriatric)
  - 5.2.3. By Applications (Sports Fitness, Energy & Weight Management, General Health,

Bone & Joint Health, Gastrointestinal Health, Immunity, Cardiac Health, Diabetes, Anti-cancer, Skin/Hair/Nails, Brain/Mental Health, Others)

5.2.4. By Region

5.2.5. By Company (2022)

5.3. Product Market Map

5.3.1. By Form

5.3.2. By End-use

5.3.3. By Applications

5.3.4. By Region

## **6. NORTH AMERICA PROBIOTICS DIETARY SUPPLEMENTS MARKET OUTLOOK**

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Form (Chewables & Gummies, Capsules, Powders, Tablets & Softgels, Others)

6.2.2. By End-use (Infants, Children, Adults, Geriatric)

6.2.3. By Applications (Sports Fitness, Energy & Weight Management, General Health, Bone & Joint Health, Gastrointestinal Health, Immunity, Cardiac Health, Diabetes, Anti-cancer, Skin/Hair/Nails, Brain/Mental Health, Others)

6.2.4. By Country

6.3. North America: Country Analysis

6.3.1. United States Probiotics Dietary Supplements Market Outlook

6.3.1.1. Market Size & Forecast

6.3.1.1.1. By Value

6.3.1.2. Market Share & Forecast

6.3.1.2.1. By Form

6.3.1.2.2. By End-use

6.3.1.2.3. By Applications

6.3.2. Canada Probiotics Dietary Supplements Market Outlook

6.3.2.1. Market Size & Forecast

6.3.2.1.1. By Value

6.3.2.2. Market Share & Forecast

6.3.2.2.1. By Form

6.3.2.2.2. By End-use

6.3.2.2.3. By Applications

6.3.3. Mexico Probiotics Dietary Supplements Market Outlook

6.3.3.1. Market Size & Forecast



- 6.3.3.1.1. By Value
- 6.3.3.2. Market Share & Forecast
  - 6.3.3.2.1. By Form
  - 6.3.3.2.2. By End-use
  - 6.3.3.2.3. By Applications

## **7. EUROPE PROBIOTICS DIETARY SUPPLEMENTS MARKET OUTLOOK**

- 7.1. Market Size & Forecast
  - 7.1.1. By Value
- 7.2. Market Share & Forecast
  - 7.2.1. By Form (Chewables & Gummies, Capsules, Powders, Tablets & Softgels, Others)
  - 7.2.2. By End-use (Infants, Children, Adults, Geriatric)
  - 7.2.3. By Applications (Sports Fitness, Energy & Weight Management, General Health, Bone & Joint Health, Gastrointestinal Health, Immunity, Cardiac Health, Diabetes, Anti-cancer, Skin/Hair/Nails, Brain/Mental Health, Others)
  - 7.2.4. By Country
- 7.3. Europe: Country Analysis
  - 7.3.1. Germany Probiotics Dietary Supplements Market Outlook
    - 7.3.1.1. Market Size & Forecast
      - 7.3.1.1.1. By Value
    - 7.3.1.2. Market Share & Forecast
      - 7.3.1.2.1. By Form
      - 7.3.1.2.2. By End-use
      - 7.3.1.2.3. By Applications
  - 7.3.2. United Kingdom Probiotics Dietary Supplements Market Outlook
    - 7.3.2.1. Market Size & Forecast
      - 7.3.2.1.1. By Value
    - 7.3.2.2. Market Share & Forecast
      - 7.3.2.2.1. By Form
      - 7.3.2.2.2. By End-use
      - 7.3.2.2.3. By Applications
  - 7.3.3. France Probiotics Dietary Supplements Market Outlook
    - 7.3.3.1. Market Size & Forecast
      - 7.3.3.1.1. By Value
    - 7.3.3.2. Market Share & Forecast
      - 7.3.3.2.1. By Form
      - 7.3.3.2.2. By End-use

- 7.3.3.2.3. By Applications
- 7.3.4. Italy Probiotics Dietary Supplements Market Outlook
  - 7.3.4.1. Market Size & Forecast
    - 7.3.4.1.1. By Value
  - 7.3.4.2. Market Share & Forecast
    - 7.3.4.2.1. By Form
    - 7.3.4.2.2. By End-use
    - 7.3.4.2.3. By Applications
- 7.3.5. Spain Probiotics Dietary Supplements Market Outlook
  - 7.3.5.1. Market Size & Forecast
    - 7.3.5.1.1. By Value
  - 7.3.5.2. Market Share & Forecast
    - 7.3.5.2.1. By Form
    - 7.3.5.2.2. By End-use
    - 7.3.5.2.3. By Applications

## **8. ASIA-PACIFIC PROBIOTICS DIETARY SUPPLEMENTS MARKET OUTLOOK**

- 8.1. Market Size & Forecast
  - 8.1.1. By Value
- 8.2. Market Share & Forecast
  - 8.2.1. By Form (Chewables & Gummies, Capsules, Powders, Tablets & Softgels, Others)
  - 8.2.2. By End-use (Infants, Children, Adults, Geriatric)
  - 8.2.3. By Applications (Sports Fitness, Energy & Weight Management, General Health, Bone & Joint Health, Gastrointestinal Health, Immunity, Cardiac Health, Diabetes, Anti-cancer, Skin/Hair/Nails, Brain/Mental Health, Others)
  - 8.2.4. By Country
- 8.3. Asia-Pacific: Country Analysis
  - 8.3.1. China Probiotics Dietary Supplements Market Outlook
    - 8.3.1.1. Market Size & Forecast
      - 8.3.1.1.1. By Value
    - 8.3.1.2. Market Share & Forecast
      - 8.3.1.2.1. By Form
      - 8.3.1.2.2. By End-use
      - 8.3.1.2.3. By Applications
  - 8.3.2. Japan Probiotics Dietary Supplements Market Outlook
    - 8.3.2.1. Market Size & Forecast
      - 8.3.2.1.1. By Value

- 8.3.2.2. Market Share & Forecast
  - 8.3.2.2.1. By Form
  - 8.3.2.2.2. By End-use
  - 8.3.2.2.3. By Applications
- 8.3.3. India Probiotics Dietary Supplements Market Outlook
  - 8.3.3.1. Market Size & Forecast
    - 8.3.3.1.1. By Value
  - 8.3.3.2. Market Share & Forecast
    - 8.3.3.2.1. By Form
    - 8.3.3.2.2. By End-use
    - 8.3.3.2.3. By Applications
- 8.3.4. Australia Probiotics Dietary Supplements Market Outlook
  - 8.3.4.1. Market Size & Forecast
    - 8.3.4.1.1. By Value
  - 8.3.4.2. Market Share & Forecast
    - 8.3.4.2.1. By Form
    - 8.3.4.2.2. By End-use
    - 8.3.4.2.3. By Applications
- 8.3.5. South Korea Probiotics Dietary Supplements Market Outlook
  - 8.3.5.1. Market Size & Forecast
    - 8.3.5.1.1. By Value
  - 8.3.5.2. Market Share & Forecast
    - 8.3.5.2.1. By Form
    - 8.3.5.2.2. By End-use
    - 8.3.5.2.3. By Applications

## **9. SOUTH AMERICA PROBIOTICS DIETARY SUPPLEMENTS MARKET OUTLOOK**

- 9.1. Market Size & Forecast
  - 9.1.1. By Value
- 9.2. Market Share & Forecast
  - 9.2.1. By Form (Chewables & Gummies, Capsules, Powders, Tablets & Softgels, Others)
  - 9.2.2. By End-use (Infants, Children, Adults, Geriatric)
  - 9.2.3. By Applications (Sports Fitness, Energy & Weight Management, General Health, Bone & Joint Health, Gastrointestinal Health, Immunity, Cardiac Health, Diabetes, Anti-cancer, Skin/Hair/Nails, Brain/Mental Health, Others)
  - 9.2.4. By Country
- 9.3. South America: Country Analysis

### 9.3.1. Brazil Probiotics Dietary Supplements Market Outlook

#### 9.3.1.1. Market Size & Forecast

##### 9.3.1.1.1. By Value

#### 9.3.1.2. Market Share & Forecast

##### 9.3.1.2.1. By Form

##### 9.3.1.2.2. By End-use

##### 9.3.1.2.3. By Applications

### 9.3.2. Argentina Probiotics Dietary Supplements Market Outlook

#### 9.3.2.1. Market Size & Forecast

##### 9.3.2.1.1. By Value

#### 9.3.2.2. Market Share & Forecast

##### 9.3.2.2.1. By Form

##### 9.3.2.2.2. By End-use

##### 9.3.2.2.3. By Applications

### 9.3.3. Colombia Probiotics Dietary Supplements Market Outlook

#### 9.3.3.1. Market Size & Forecast

##### 9.3.3.1.1. By Value

#### 9.3.3.2. Market Share & Forecast

##### 9.3.3.2.1. By Form

##### 9.3.3.2.2. By End-use

##### 9.3.3.2.3. By Applications

## **10. MIDDLE EAST AND AFRICA PROBIOTICS DIETARY SUPPLEMENTS MARKET OUTLOOK**

### 10.1. Market Size & Forecast

#### 10.1.1. By Value

### 10.2. Market Share & Forecast

#### 10.2.1. By Form (Chewables & Gummies, Capsules, Powders, Tablets & Softgels, Others)

#### 10.2.2. By End-use (Infants, Children, Adults, Geriatric)

#### 10.2.3. By Applications (Sports Fitness, Energy & Weight Management, General Health, Bone & Joint Health, Gastrointestinal Health, Immunity, Cardiac Health, Diabetes, Anti-cancer, Skin/Hair/Nails, Brain/Mental Health, Others)

#### 10.2.4. By Country

### 10.3. MEA: Country Analysis

#### 10.3.1. South Africa Probiotics Dietary Supplements Market Outlook

##### 10.3.1.1. Market Size & Forecast

##### 10.3.1.1.1. By Value

- 10.3.1.2. Market Share & Forecast
  - 10.3.1.2.1. By Form
  - 10.3.1.2.2. By End-use
  - 10.3.1.2.3. By Applications
- 10.3.2. Saudi Arabia Probiotics Dietary Supplements Market Outlook
  - 10.3.2.1. Market Size & Forecast
    - 10.3.2.1.1. By Value
  - 10.3.2.2. Market Share & Forecast
    - 10.3.2.2.1. By Form
    - 10.3.2.2.2. By End-use
    - 10.3.2.2.3. By Applications
- 10.3.3. UAE Probiotics Dietary Supplements Market Outlook
  - 10.3.3.1. Market Size & Forecast
    - 10.3.3.1.1. By Value
  - 10.3.3.2. Market Share & Forecast
    - 10.3.3.2.1. By Form
    - 10.3.3.2.2. By End-use
    - 10.3.3.2.3. By Applications
- 10.3.4. Kuwait Probiotics Dietary Supplements Market Outlook
  - 10.3.4.1. Market Size & Forecast
    - 10.3.4.1.1. By Value
  - 10.3.4.2. Market Share & Forecast
    - 10.3.4.2.1. By Form
    - 10.3.4.2.2. By End-use
    - 10.3.4.2.3. By Applications

## **11. MARKET DYNAMICS**

- 11.1. Drivers
- 11.2. Challenges

## **12. MARKET TRENDS & DEVELOPMENTS**

- 12.1. Recent Development
- 12.2. Mergers & Acquisitions
- 12.3. Product Launches

## **13. PORTER'S FIVE FORCES ANALYSIS**

- 13.1. Competition in the Industry
- 13.2. Potential of New Entrants
- 13.3. Power of Suppliers
- 13.4. Power of Customers
- 13.5. Threat of Substitute Products

## **14. COMPETITIVE LANDSCAPE**

- 14.1. Business Overview
- 14.2. Product Offerings
- 14.3. Recent Developments
- 14.4. Financials (As Reported)
- 14.5. Key Personnel
- 14.6. SWOT Analysis
  - 14.6.1. Vitakem Nutraceutical Inc
  - 14.6.2. Lesaffre International Corp
  - 14.6.3. DuPont de Nemours Inc
  - 14.6.4. H&H Group PLC
  - 14.6.5. Amway Corp
  - 14.6.6. Abbott Laboratories Inc
  - 14.6.7. Bayer AG
  - 14.6.8. Pfizer Inc.
  - 14.6.9. GSK PLC
  - 14.6.10. BASF SE

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