

# **North America Probiotic Supplements Market Forecast to 2028 – COVID-19 Impact and Regional Analysis – by Product Type (Capsules and Tablets, Gummies, Powder, and Others) and Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Online Retail, and Others)**

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## **Abstracts**

The North America probiotic supplements market is expected to grow from US\$ 2,598.29 million in 2022 to US\$ 3,791.38 million by 2028. It is estimated to grow at a CAGR of 6.5% from 2022 to 2028.

### **Increasing Consumer Focus on Preventive Health is Driving the North America Probiotic Supplements Market**

Over the past few years, awareness regarding health and nutrition has increased significantly. Due to a busy lifestyle and hectic work schedules, people cannot concentrate on their health, fitness, and regular diet. This has led to an increase in the prevalence of various diseases such as obesity, diabetes, high blood pressure, skin problems, and digestive issues. Therefore, people are increasingly focusing on preventive health and preferring dietary supplements that provide enhanced nutritional benefits. Probiotic supplements support healthy body systems from mouth to gut and help control harmful microorganisms. The demand for probiotic-infused dietary supplements has also increased significantly in recent years due to rising population of health-conscious people and increasing prevalence of digestive diseases. For instance, according to the Centers for Disease Control and Prevention, 37.2 million people in the US visited physician offices with digestive system diseases as the primary diagnosis in 2018. Thus, people are getting more aware of their digestive health. A healthy digestive

system has been linked to mental health and immune response improvements. Dietary supplements improve digestion and nutrient absorption. Probiotics reduce digestive issues such as constipation, inflammatory bowel disease (IBD), and irritable bowel syndrome (IBS). Hence, with the growing demand, manufacturers are introducing probiotic-infused dietary supplements, which are available in capsule, liquid, and powder forms. Digestive wellness is a prominent driving factor owing to the rising preference for healthy consumption. Probiotic supplements are growing in popularity among young consumers due to growing fitness trends. After the onset of the COVID-19 pandemic, consumers are prioritizing their health and actively searching for healthy alternatives and fitness activities to prevent lifestyle-related illnesses. People have started preferring immunity-boosting products such as probiotic supplements. Thus, with the rising consumer focus on preventive health, the demand for probiotic supplements that offer nutritional benefits is also increasing.

### North America Probiotic Supplements Market Overview

The North America probiotic supplements market is segmented into the US, Canada, and Mexico. The consumption of probiotic supplements is gradually increasing in North America owing to the factors such as increasing consumer awareness about probiotic strains with multiple health benefits and increased focus on digestive health. Probiotic supplements are available in various forms, such as capsules and tablets, gummies, powder, and other forms, which are favorable for all age groups of the population. Moreover, digestive diseases continue to rise among North Americans. According to the GI Alliance report published on January 23, 2021, 20 million North Americans are diagnosed with chronic digestive diseases. Digestive diseases represent one of the most severe health problems regarding distress and pain in North American countries. The prevalence of digestive diseases has increased personal expenditures for treatment, lost working hours, and mortality. As probiotic supplements help maintain the overall gut in microflora and are a significant cure for gastrointestinal diseases, it is one of the major factors driving the North America probiotic supplements market.

### North America Probiotic Supplements Market Revenue and Forecast to 2028 (US\$ Million)

### North America Probiotic Supplements Market Segmentation

The North America probiotic supplements market is segmented into product type, distribution channel, and country.

Based on product type, the North America probiotic supplements market is sub segmented into capsules and tablets, gummies, powder, and others. The capsules and tablets segment registered the largest market share in 2022.

Based on distribution channel, the North America probiotic supplements market is segmented into supermarkets and hypermarkets, specialty stores, online retail, and others. The specialty stores segment held a larger market share in 2022.

Based on country, the North America probiotic supplements market is segmented into the US, Canada, and Mexico. The US dominated the market share in 2022.

Bayer AG; BioGaia AB; Church & Dwight Co., Inc.; GNC Holdings, LLC; Nature's Bounty; Nature's Way Products, LLC; Nestlé S.A.; NOW Foods; Pharmavite LLC; and SFI Health are the leading companies operating in the North America probiotic supplements market.

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