

South & Central 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)

<https://marketpublishers.com/r/S7D1AA245FCDEN.html>

Date: January 2023

Pages: 113

Price: US\$ 3,000.00 (Single User License)

ID: S7D1AA245FCDEN

Abstracts

The South & Central America probiotic supplements market is expected to grow from US\$ 571.15 million in 2022 to US\$ 849.90 million by 2028. It is estimated to grow at a CAGR of 6.8% from 2022 to 2028.

Rising Strategic Development Initiatives is Driving the South & Central America Probiotic Supplements Market

The probiotic supplements market is growing with an upward trend, and manufacturers are making significant investments in research & development, partnerships, and collaborations to launch innovative products to tap into emerging market opportunities. Jarrow Formula launched probiotic gummy supplements in three variations—probiotic duo gummies, probiotic and prebiotic gummies, and probiotic and immune gummies. They are pectin-based, non-GMO (genetically modified organism), gluten-free, and vegetarian. They contain no artificial flavors, sweeteners, colors, or preservatives that address various consumer requirements. Such developments are expected to provide immense growth opportunities to the probiotic supplements market in the coming years. Consumers across the globe are getting familiar with probiotics and their potential benefits, leading to the introduction of innovative probiotic products in various delivery formats, including capsules, powders, liquids, and other forms. For instance, in 2018,

Activ Nutritional LLC launched Viactiv Digestive Health Soft Chews with its proprietary, heat-treated, and dried Lactobacillus LB Fermentate, expanding the iconic Viactiv supplement brand into the digestive health category. Further, the manufacturers are expanding their retail network in various countries to widen their customer base and boost revenues. Thus, rising strategic development initiatives is expected to significantly drive the South & Central America probiotic supplements market.

Probiotic Supplements Market Overview

The South & Central America probiotic supplements market is segmented into Brazil, Argentina, and the Rest of South & Central America. The market is mainly driven by consumers' awareness of health and wellness, the use of probiotic supplements and their associated benefits, the increasing prevalence of gastrointestinal and other diseases, and expenditure on preventative health management practices. Moreover, the stringent regulatory frameworks help consumers access trusted probiotic supplements. For instance, in February 2021, Brazilian National Health Surveillance Agency (ANVISA) updated rules on formulations, dosage and usage limits, and authorized health claims and labelling for food supplements. Hence, health claim approvals for dietary supplements and probiotics in Brazil are leading to product innovation. Moreover, advertising and promotional initiatives of dietary and nutrient supplements by leading players such as Amway, Bayer AG, Herbalife Nutrition Ltd., and retailers encourage consumers to adopt probiotic supplements. Additionally, online platforms in Brazil, and Argentina offering discounts on probiotic supplements and door-to-door delivery attract consumers. Thus, the ease of delivery options, and discounts encouraging the probiotic supplements sales across the region.

South & Central America Probiotic Supplements Market Revenue and Forecast to 2028 (US\$ Million)

South & Central America Probiotic Supplements Market Segmentation

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

Based on product type, the South & Central 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 South & Central 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 South & Central America probiotic supplements market is segmented into Brazil, Argentina, and the Rest of South & Central America. The South & Central America dominated the market share in 2022.

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

Contents

1. INTRODUCTION

- 1.1 Study Scope
- 1.2 The Insight Partners Research Report Guidance
- 1.3 Market Segmentation

2. KEY TAKEAWAYS

3. RESEARCH METHODOLOGY

- 3.1 Scope of the Study
- 3.2 Research Methodology
 - 3.2.1 Data Collection
 - 3.2.2 Primary Interviews
 - 3.2.3 Hypothesis Formulation
 - 3.2.4 Macro-economic Factor Analysis
 - 3.2.5 Developing Base Number
 - 3.2.6 Data Triangulation
 - 3.2.7 Country Level Data

4. SAM PROBIOTIC SUPPLEMENTS MARKET LANDSCAPE

- 4.1 Market Overview
- 4.2 Porter's Five Forces Analysis
 - 4.2.1 Bargaining Power of Suppliers
 - 4.2.2 Bargaining Power of Buyers
 - 4.2.3 Threat of New Entrants
 - 4.2.4 Competitive Rivalry
 - 4.2.5 Threat of Substitutes
- 4.3 Expert Opinion
- 4.4 Ecosystem Analysis

5. SAM PROBIOTIC SUPPLEMENTS MARKET — KEY MARKET DYNAMICS

- 5.1 Market Drivers
 - 5.1.1 Increasing Consumer Focus on Preventive Health

- 5.1.2 Rising Demand for Probiotic Supplements for Women's Health
- 5.1.3 Increasing Awareness of Health Benefits of Probiotics for Infants and Kids
- 5.2 Market Restraints
 - 5.2.1 Complexities and Variations in Regulations Worldwide
- 5.3 Market Opportunities
 - 5.3.1 Rising Strategic Development Initiatives
- 5.4 Future Trends
 - 5.4.1 Growing Preference for Gummy Formats of Probiotic Supplements
 - 5.4.2 Rising Trend of Consuming Non-GMO and Vegan Probiotic Supplements.
- 5.5 Impact Analysis of Drivers and Restraint

6. PROBIOTIC SUPPLEMENTS MARKET – SAM MARKET ANALYSIS

- 6.1 SAM Probiotic Supplements Market –Revenue and Forecast to 2028

7. SAM PROBIOTIC SUPPLEMENTS MARKET ANALYSIS – BY PRODUCT TYPE

- 7.1 Overview
- 7.2 SAM Probiotic Supplements Market, By Product Type (2021 and 2028)
- 7.3 Capsules and Tablets
 - 7.3.1 Overview
 - 7.3.2 Capsules and Tablets: SAM Probiotic Supplements Market – Revenue and Forecast to 2028 (US\$ Million)
- 7.4 Gummies
 - 7.4.1 Overview
 - 7.4.2 Gummies: SAM Probiotic Supplements Market – Revenue and Forecast to 2028 (US\$ Million)
- 7.5 Powder
 - 7.5.1 Overview
 - 7.5.2 Powder: SAM Probiotic Supplements Market – Revenue and Forecast to 2028 (US\$ Million)
- 7.6 Others
 - 7.6.1 Overview
 - 7.6.2 Others: SAM Probiotic Supplements Market – Revenue and Forecast to 2028 (US\$ Million)

8. SAM PROBIOTIC SUPPLEMENTS MARKET ANALYSIS – BY DISTRIBUTION CHANNEL

8.1 Overview

8.2 SAM Probiotic Supplements Market, By Distribution Channel (2021 and 2028)

8.3 Supermarkets and Hypermarkets

8.3.1 Overview

8.3.2 Supermarkets and Hypermarkets: SAM Probiotic Supplements Market – Revenue and Forecast to 2028 (US\$ Million)

8.4 Specialty Stores

8.4.1 Overview

8.4.2 Specialty Stores: SAM Probiotic Supplements Market – Revenue and Forecast to 2028 (US\$ Million)

8.5 Online Retail

8.5.1 Overview

8.5.2 Online Retail: SAM Probiotic Supplements Market – Revenue and Forecast to 2028 (US\$ Million)

8.6 Others

8.6.1 Overview

8.6.2 Others: SAM Probiotic Supplements Market – Revenue and Forecast to 2028 (US\$ Million)

9. SAM PROBIOTIC SUPPLEMENTS MARKET – COUNTRY ANALYSIS

9.1 Overview

9.1.1 SAM: Probiotic Supplements Market, by Key Country

9.1.1.1 Brazil: Probiotic Supplements Market– Revenue and Forecast to 2028 (US\$ Million)

9.1.1.1.1 Brazil: Probiotic Supplements Market, By Product Type

9.1.1.1.2 Brazil: Probiotic Supplements Market, by Distribution Channel

9.1.1.2 Argentina: Probiotic Supplements Market– Revenue and Forecast to 2028 (US\$ Million)

9.1.1.2.1 Argentina: Probiotic Supplements Market, By Product Type

9.1.1.2.2 Argentina: Probiotic Supplements Market, by Distribution Channel

9.1.1.3 Rest of SAM: Probiotic Supplements Market– Revenue and Forecast to 2028 (US\$ Million)

9.1.1.3.1 Rest of SAM: Probiotic Supplements Market, By Product Type

9.1.1.3.2 Rest of SAM: Probiotic Supplements Market, by Distribution Channel

10. INDUSTRY LANDSCAPE

10.1 Product launch

10.2 Expansion

11. COMPANY PROFILES

11.1 Bayer AG

11.1.1 Key Facts

11.1.2 Business Description

11.1.3 Products and Services

11.1.4 Financial Overview

11.1.5 SWOT Analysis

11.1.6 Key Developments

11.2 BioGaia AB

11.2.1 Key Facts

11.2.2 Business Description

11.2.3 Products and Services

11.2.4 Financial Overview

11.2.5 SWOT Analysis

11.2.6 Key Developments

11.3 Nestlé S.A.

11.3.1 Key Facts

11.3.2 Business Description

11.3.3 Products and Services

11.3.4 Financial Overview

11.3.5 SWOT Analysis

11.3.6 Key Developments

11.4 SFI Health

11.4.1 Key Facts

11.4.2 Business Description

11.4.3 Products and Services

11.4.4 Financial Overview

11.4.5 SWOT Analysis

11.4.6 Key Developments

11.5 GNC Holdings, LLC

11.5.1 Key Facts

11.5.2 Business Description

11.5.3 Products and Services

11.5.4 Financial Overview

11.5.5 SWOT Analysis

11.5.6 Key Developments

11.6 Nature's Bounty

11.6.1 Key Facts

11.6.2 Business Description

11.6.3 Products and Services

11.6.4 Financial Overview

11.6.5 SWOT Analysis

11.6.6 Key Developments

11.7 Church & Dwight Co., Inc.

11.7.1 Key Facts

11.7.2 Business Description

11.7.3 Products and Services

11.7.4 Financial Overview

11.7.5 SWOT Analysis

11.7.6 Key Developments

11.8 NOW Foods

11.8.1 Key Facts

11.8.2 Business Description

11.8.3 Products and Services

11.8.4 Financial Overview

11.8.5 SWOT Analysis

11.8.6 Key Developments

List Of Tables

LIST OF TABLES

Table 1. SAM Probiotic Supplements Market –Revenue and Forecast to 2028 (US\$ Million)

Table 2. Brazil Probiotic Supplements Market, By Product Type – Revenue and Forecast to 2028 (US\$ Million)

Table 3. Brazil Probiotic Supplements Market, by Distribution Channel – Revenue and Forecast to 2028 (US\$ Million)

Table 4. Argentina Probiotic Supplements Market, By Product Type – Revenue and Forecast to 2028 (US\$ Million)

Table 5. Argentina Probiotic Supplements Market, by Distribution Channel – Revenue and Forecast to 2028 (US\$ Million)

Table 6. Rest of SAM Probiotic Supplements Market, By Product Type – Revenue and Forecast to 2028 (US\$ Million)

Table 7. Rest of SAM Probiotic Supplements Market, by Distribution Channel – Revenue and Forecast to 2028 (US\$ Million)

List Of Figures

LIST OF FIGURES

- Figure 1. SAM Probiotic Supplements Market Segmentation
- Figure 2. SAM Probiotic Supplements Market Segmentation – By Country
- Figure 3. SAM Probiotic Supplements Market Overview
- Figure 4. SAM Probiotic Supplements Market, By Product
- Figure 5. SAM Probiotic Supplements Market, By Country
- Figure 6. Porter's Five Forces Analysis
- Figure 7. Expert Opinion
- Figure 8. SAM Probiotic Supplements Market - Ecosystem
- Figure 9. Probiotic Supplements Market Impact Analysis of Drivers and Restraints
- Figure 10. SAM: Probiotic Supplements Market – Revenue and Forecast to 2028 (US\$ Million)
- Figure 11. SAM Probiotic Supplements Market Revenue Share, By Product Type (2021 and 2028)
- Figure 12. Capsules and Tablets: SAM Probiotic Supplements Market – Revenue and Forecast To 2028 (US\$ Million)
- Figure 13. Gummies: SAM Probiotic Supplements Market – Revenue and Forecast To 2028 (US\$ Million)
- Figure 14. Powder: SAM Probiotic Supplements Market – Revenue and Forecast To 2028 (US\$ Million)
- Figure 15. Others: SAM Probiotic Supplements Market – Revenue and Forecast To 2028 (US\$ Million)
- Figure 16. SAM Probiotic Supplements Market Revenue Share, By Distribution Channel (2021 and 2028)
- Figure 17. Supermarkets and Hypermarkets: SAM Probiotic Supplements Market – Revenue and Forecast To 2028 (US\$ Million)
- Figure 18. Specialty Stores: SAM Probiotic Supplements Market – Revenue and Forecast To 2028 (US\$ Million)
- Figure 19. Online Retail: SAM Probiotic Supplements Market – Revenue and Forecast To 2028 (US\$ Million)
- Figure 20. Others: SAM Probiotic Supplements Market – Revenue and Forecast To 2028 (US\$ Million)
- Figure 21. SAM: Probiotic Supplements Market, by Key Country – Revenue (2021) (US\$ Million)
- Figure 22. SAM: Probiotic Supplements Market Revenue Share, by Key Country (2021)

and 2028)

Figure 23. Brazil: Probiotic Supplements Market– Revenue and Forecast to 2028 (US\$ Million)

Figure 24. Argentina: Probiotic Supplements Market– Revenue and Forecast to 2028 (US\$ Million)

Figure 25. Rest of SAM: Probiotic Supplements Market– Revenue and Forecast to 2028 (US\$ Million)

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