

Global Probiotics Market: Trends and Opportunities

<https://marketpublishers.com/r/GC9681934E7EN.html>

Date: February 2010

Pages: 40

Price: US\$ 800.00 (Single User License)

ID: GC9681934E7EN

Abstracts

The term probiotic means “for life” and it is currently used to name bacteria associated with beneficial effects for humans and animals. They are nutritional supplements and when ingested in sufficient amount confer bacterial health effects. The probiotics market has recently begun to move beyond yogurt to deliver probiotics in an increasing variety of foods and beverages.

The global probiotics market is estimated to grow at a CAGR of around 13% from 2009-2014 and Europe and Asia would be occupying the maximum market share by the end of 2014. The US Probiotics market is undeveloped, but in near future anticipated to provide a good opportunity for the growth of Probiotics market.

Aging population, rising cases of gastrointestinal disease and rising consumer consciousness for health-related issues is driving the growth of the Probiotics market. Probiotics claim to improve the immune system of the body which becomes another important driver for the growth of the probiotics market.

Probiotics in animal feed is another important area where its demand is increasing. Probiotics is gaining importance in aquaculture where it is used as pond cleaners, used in the early stages of growth of the chicks and with the help of genetic engineering it can have many other applications in animals and humans.

The present report offers an analysis of the global probiotics market and assesses the market by geography and also by segments. It analyzes the factors that are driving the growth of this industry and also the opportunities that are yet to be leveraged. It also discusses the major market trends and challenges faced by the Probiotics market. The report also presents the competitive structure of the industry and profiles major players in the probiotics market including Probi, Yakult and China Biotics.

Further, we have predicted the future growth of the probiotics market by combining SPSS Inc.'s data integration and analysis capabilities with our relevant findings. We employed various significant variables that have an impact on this industry and created regression models with SPSS to determine the future direction of the industry.

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