

## **United Kingdom Probiotics Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 70 pages | Mordor Intelligence

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### **Report description:**

The probiotics market in the United Kingdom is projected to register a CAGR of 5.9% during the forecast period of 2022-2027.

With the sudden impact of COVID-19, the market has witnessed a surge in demand for products that provide immune health, which is likely to impact the probiotics market positively. Due to such factors, significant product launches cater to the growing demand. To take advantage of the opportunity, prominent players such as BioGaia introduced their probiotic line with self-distribution and provided door delivery for clients who ordered online.

The major aspect influencing market expansion is consumer preference for natural products. The industry in the United Kingdom is expanding as consumers' concerns about preventative healthcare, and the efficacy of probiotic microorganisms on health develops. Demand for probiotics has risen due to a growth in the use of functional foods, which, in addition to providing basic nourishment, can potentially improve health. Obesity, digestive problems, and gastrointestinal infections are major problems most of the population face.

The probiotics industry is fueled by consumer demand for health-related products, particularly among the younger population. Functional foods and beverages containing probiotics are recognized for enhancing intestinal health and providing other benefits like increased immunity.

UK Probiotics Market Trends

Demand for Probiotic Infused Functional Food & Beverages Products

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The importance of gut health and its connection with mental health, weight loss, and healthy skin fosters the growth of probiotic products in the United Kingdom. Consumers are opting for digestive supplements with strong bacterial strains and high CFU (Colony Forming Units) since they claim to increase the chances for good bacteria to colonize the gut. This trend is expected to boost the growth of the probiotic functional food & beverages products market during the forecast period. Additionally, those suffering from acne or hormonal imbalances opt for probiotics & prebiotics that specifically focus on the immune system to soothe skin irritation. Since the ultimate disease prevention is healing the root cause rather than superficial treatments, probiotics are gaining popularity in the country. Manufacturers are focusing on developing products to achieve a larger consumer base.

#### Innovation in Formulation, Delivery and Marketing of Probiotics

Probiotics are one of the world's most adaptable substances. Immunity, feminine health, oral health, skin health, weight control and diabetes, cognitive health, sports endurance, the gut-brain axis, gut-muscle axis, and cardiovascular health are all probiotics. As a result, consumer preferences and requirements are constantly shifting, yet knowing them is critical for seizing market possibilities. Major players in the market are focused on product innovations and developments. For example, BioGaia launched its probiotic product in the United Kingdom, Diorabyota, which is a probiotic digestive supplement. People are experimenting with new distribution techniques as they become more familiar with probiotics. Traditional dietary supplement formats will continue to be significant, but their application will change. Companies such as BeLive and BioGaia began producing probiotic candies and gummies.

#### UK Probiotics Market Competitor Analysis

Major players, such as Nestle, Danone, and Yakult, dominate the probiotics market in the United Kingdom. Actimel, Activia, and Yakult are the top brands in probiotics globally. The other prominent players are Lifeway Foods Inc., Bright Dairy (Bright Foods), and BioGaia. Product innovation and an increase in R&D expenditure are some key strategies adopted by companies operating in the region. The major players are focusing on catering to the altering demands of consumers for probiotic products while keeping an eye on sustainable packaging/delivery formats.

#### Additional Benefits:

The market estimate (ME) sheet in Excel format  
3 months of analyst support

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