

Europe Probiotics Market - Growth, Trends, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 121 pages | Mordor Intelligence

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Report description:

The European probiotics market is expected to record a CAGR of 5.95% during the forecast period.

Key Highlights

The market has witnessed a surge in demand for products that provide immune health, which has impacted the probiotic supplements market positively in the region. Owing to such factors, significant product launches cater to the growing demand. Probiotics are well known for their immunity-boosting properties, as they offer robust protection against gastrointestinal pathogens and promote the production of natural antibodies in the body.

The European Probiotic Association (EPA) is an association of companies involved in producing and registering probiotics for sale, mainly within the European Union. The probiotics market in the region is expected to attain substantial growth in food and beverage supplements, followed by the animal feed segment over the forecast period. Feed probiotics are positioned in the European market with three major label claims: promoting animal health, reducing incidences of foodborne illness, and improving the public perception of the cattle industry.

Probiotics, especially yogurt, are a key ingredient in the rapidly expanding market for digestive health products, and consumers of all ages in the region use them. Customers believe yogurt is one of the healthiest and most protein-rich on-the-go foods.

Lacto-fermented drinks are popular in Germany due to their related immunity and digestive benefits. For instance, as per Yakult Annual Report, the number of bottles of Yakult consumed per day in Germany has increased from 75 in 2019/2020 to 77 in 2020/2021.

However, the undesirable ingredients used for probiotic preparation are a strong restraint to the probiotic market. For instance, additives like water to increase the yield, or starch to maintain the viscosity of probiotic products like yogurt, are of great threat to consumers' health.

Europe Probiotics Market Trends

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European consumers are increasingly becoming aware of their health which is anticipated to propel the demand for digestive health supplements, especially probiotics. Many consumers are now accepting the role of digestive health in maintaining weight, energy levels, and overall physical health, which will likely boost the demand for probiotics over the years.

For instance, in March 2021, the Netherlands Food and Drug Administration released guidance stating that "probiotic" is allowed on Food and supplement labels as mandatory information that characterizes the product.

Probiotics have been available for decades, with consumption being driven by strain-specific health benefits to the consumer. According to the International Scientific Association for Probiotics and Prebiotics, scientific study on probiotic strains reveals health benefits in reducing necrotizing enterocolitis in preterm infants, reducing the occurrence of atopic issues such as eczema in infants and colic symptoms in breastfed babies, reducing the risk or duration of upper respiratory tract infections or gut infection. According to World Health Organization (WHO) 2022 report, one of the major risk factors for several noncommunicable diseases (NCDs) in Europe is obesity, and over 60% of adults and 29% of boys, and 27% of girls who are children are overweight. In Europe, due to the prevalence of obesity, lactose intolerance, and the aging population, the demand for functional foods and beverages has grown substantially over the years.

The sales through supermarkets/hypermarkets strongly augment the overall sales of probiotics in various countries such as Russia, Germany, Spain, and others. The increasing consumer awareness about the nutritional benefits of probiotics, especially among lactose intolerance consumers, is adding to the strong growth in the market.

Due to the increasing demand for probiotics in the region, the supermarkets such as Sainsbury's are providing probiotics under their private labels to cater to the increasing demand among consumers in region.

Also, the Hispanic and Asian communities in Europe have grown, so too has the desire for exotic flavours, such as coconut cream, finely ground chia seeds, elderflower, nut butter (almond, hazelnut, and cashew), and others. These flavours not only offer a variety of health benefits to consumers, but also a multisensory experience.

In the last few years, yogurt sales in Europe have experienced a significant increase, primarily attributable to the quick expansion of flavored Greek yogurt. Thus, the demand for new flavors and innovation in packaging options in yogurt is estimated to increase the growth of the probiotic market in the region.

The United Kingdom Dominates the European Market

Functional food products continued to make the greatest contribution to the health and wellness market in the United Kingdom. The rising rates of obesity in the United Kingdom and rising public awareness of the benefits of yogurt consumption for managing weight are increasing the demand for functional food and beverage products and dietary supplements, including probiotic-based products.

The Adulthood obesity prevalence forecast model by WHO predicts that 36% of men and 33% of women will be obese by 2030 in the United Kingdom. Recent years have seen a shift from curative practices to preventive healthcare management as a major market growth factor. The people's health in the country's economy is directly related to the economic output, as healthcare contributes significantly to the overall economy.

Additionally, many medical professionals in the country recommend probiotics for their several benefits, including immunity, infection in children, etc. As per the data provided by the health insurance company of the United Kingdom in 2021, Bupa, around four in every ten people in the United Kingdom, gets indigestion every year. It can affect people differently, but indigestion symptoms often include pain or a burning feeling just under the ribs or higher up in the chest. Therefore, this increased the point-of-sale for these probiotics in different forms, like supplements via pharmacies and drugstores. This has grown over the decade, leading to its highest share in the region.

The major players are trying to launch new and innovative products to cater to the increasing demand for probiotic products. For

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Instance, in 2021, Gut health startup Bio & Me expanded into chillers with a range of probiotic yogurts. They are billed as containing 700 billion live and active cultures, including LGG and BB12, with no added sugar or sweeteners, emulsifiers, or thickeners.

Furthermore, animal feed manufacturers have been offering a range of probiotics to ranchers and feedlot operators, claiming that they can replace antibiotics which is also one of the significant factors in the growth of the probiotics market in the country.

Europe Probiotics Market Competitor Analysis

Europe's probiotic market is consolidated with a strong dominance of major players such as Yakult, Danone, PepsiCo, and others. Dairy products dominate probiotic foods, such as fermented milk drinks, probiotic yogurts, and probiotic yogurt drinks. The market's biggest players include Yakult, Danone SA, Morinaga, and Nestle SA. The more prominent players have further consolidated their positions in recent years. Moreover, the new launches by the players in the food and beverage segment are augmenting the market's growth. Also, the major global players have a geographical reach and high brand awareness among consumers, giving them an upper hand. Major regional players have focused on innovation to strengthen their product portfolio, catering to a wide range of customers and expanding to new regions.

Additional Benefits:

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

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