

Probiotic Dietary Supplement - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

Market Report | 2024-02-17 | 140 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

The Probiotic Dietary Supplement Market size is estimated at USD 8.26 billion in 2024, and is expected to reach USD 10.91 billion by 2029, growing at a CAGR of 5.72% during the forecast period (2024-2029).

Key Highlights

- Consumers have become health conscious and familiarized themselves with the benefits of probiotic supplements on health, propelling market demand. Various studies stating the positive impact of the consumption of the probiotic supplement on the host is further driving market demand. Manufacturers are introducing innovative supplements to cater to consumer demand.
- For instance, they are offering customized probiotic supplements as per the need of individuals as consumers are becoming increasingly aware of the probiotic content to be taken by them. Different delivery formats, such as liquids, capsules, and powders, are being introduced in the market.
- For instance, in April 2021, Cosmax NBT, a South Korea-based supplements company, developed Zeta Probiotics Technology. The technology enables restoring the cell wall of probiotic microbes after passing through the freeze-drying process, thereby improving the viability and adhesion of probiotic strains in the intestine.
- The probiotic dietary supplements market is majorly positively affected by increasing interest in online self-education, a strong emphasis on preventive healthcare driving the regional demand. Convenience dietary products like chewable gummies and capsules are responsible for the significant growth of probiotic dietary supplements. These products are offered in different flavors, such as apple, orange, and raspberry, which attract consumers.
- Streptococcus thermophilus is a commonly used lactic acid bacteria in probiotic supplements, which helps regulate the digestive tract's functioning and immune system response. Lactobacillus is another lactic acid-producing bacteria in supplements, which helps regulate the digestive tract and is efficient in treating diarrhea, skin disorder, high cholesterol, irritable bowel syndrome, and lung infections.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

-Market players are focusing on developing new probiotic formulations based on beneficial bacteria that can address various health ailments. For instance, in June 2021, Lonza collaborated with Kaged Muscle, a sports nutrition company based in California.

Probiotics Dietary Supplements Market Trends

Rising Health Awareness Promoting demand

- 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.
- The rising consumer awareness about the impact of nutrition on health and rising proclivity towards healthier diets has triggered the production and commercialization of food with certain health claims by manufacturers. The consumption of probiotics is rising in western markets, wherein consumers adopt a holistic approach toward healthy living.
- Probiotic supplements 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 infections.
- A survey by the International Food Information Council in 2021 revealed that 51% of Americans consume probiotics to support gut health, 33% take them to support immune health, 38% take probiotics for general health and wellness, while 13% revealed that they consume probiotics to support and emotional health.
- Therefore, the augmented interest of consumers in maintaining good digestive health offers a wonderful opportunity for the market players to develop innovative products for digestive health conditions. Furthermore, the research development and the launch of innovative products providing a broader range of health benefits are bound to support market growth.

Europe Holds the Major Share in Probiotic Dietary Supplements

Europe dominated the global market for probiotic dietary supplements, with around one-third of the market share. The importance of gut health and its connection with mental health, weight loss, and healthy skin fosters the growth of probiotics 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 is expected to boost the growth of the digestive supplements market during the forecast period. Healthcare professionals across the region are recommending these digestive supplements that improve the cases of heartburn or indigestion among consumers in the country. 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 supplements via pharmacies and drugstores.

The increasing health awareness among the population in Russia is fueling the demand for probiotic ingredients based on final products, as they can overcome nutritional shortcomings and improve gut health. This is expected to drive Russia's probiotic products market during the forecast period. In September 2021, The Arnica company launched a modern production of probiotics at the NadezhdinskayaTOR. The production of one-of-a-kind products is aimed at consumers both in Russia and abroad. According to the data published by Associazione Nazionale Produttori e Distributori Prodotti Salutistici, Food supplements related to digestive and intestinal tract wellness witnessed a value of EUR 413 million; probiotics recorded a sales value of EUR 387 million in 2020.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

For instance, in 2021, the probiotics company Probi and over-the-counter health and wellness player Perrigo signed a semi-exclusive agreement to bring premium probiotic digestive and immune health concepts to Italy.

Probiotics Dietary Supplements Industry Overview

Some major players in the probiotic dietary supplements are BioGaia, Optibac Probiotics Inc, Procter & Gamble, Koninklijke DSM NV, and Church & Dwight Co., Inc., among others. Market players adopt strategic approaches like product innovation and launches, partnerships, expansion, acquisitions, etc., to maintain their market position. For instance, Perrigo and Probi signed a comprehensive pan-European agreement in February 2021 to launch and expand premium probiotic digestive and immune health concepts in 14 European countries. The products offer validated probiotic strains and have documented positive effects clinically. Furthermore, the partnership is bound to strengthen the company's foothold in many European countries in probiotics.

Additional Benefits:

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

Table of Contents:

1 INTRODUCTION

- 1.1 Study Assumption & Market Definition
- 1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS

- 4.1 Market Drivers
- 4.2 Market Restraints
- 4.3 Porter's Five Force Analysis
 - 4.3.1 Threat of New Entrants
 - 4.3.2 Bargaining Power of Buyers/Consumers
 - 4.3.3 Bargaining Power of Suppliers
 - 4.3.4 Threat of Substitute Products
 - 4.3.5 Intensity of Competitive Rivalry

5 MARKET SEGMENTATION

- 5.1 By Product Type
 - 5.1.1 Capsules and Tablets
 - 5.1.2 Powdered Supplements
 - 5.1.3 Probiotic Drinks and Shots
 - 5.1.4 Gummies and Chews
- 5.2 By Distribution Channel
 - 5.2.1 Supermarkets/hypermarkets
 - 5.2.2 Pharmacy/Health Stores
 - 5.2.3 Online Stores
 - 5.2.4 Other Distribution Channels

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 5.3 By Geography
 - 5.3.1 North America
 - 5.3.1.1 United States
 - 5.3.1.2 Canada
 - 5.3.1.3 Mexico
 - 5.3.1.4 Rest of North America
 - 5.3.2 Europe
 - 5.3.2.1 United Kingdom
 - 5.3.2.2 Germany
 - 5.3.2.3 France
 - 5.3.2.4 Russia
 - 5.3.2.5 Italy
 - 5.3.2.6 Spain
 - 5.3.2.7 Rest of Europe
 - 5.3.3 Asia Pacific
 - 5.3.3.1 India
 - 5.3.3.2 China
 - 5.3.3.3 Japan
 - 5.3.3.4 Australia
 - 5.3.3.5 Rest of Asia-Pacific
 - 5.3.4 South America
 - 5.3.4.1 Brazil
 - 5.3.4.2 Argentina
 - 5.3.4.3 Rest of South America
 - 5.3.5 Middle East and Africa
 - 5.3.5.1 South Africa
 - 5.3.5.2 Saudi Arabia
 - 5.3.5.3 Rest of Middle East & Africa

6 COMPETITIVE LANDSCAPE

- 6.1 Most Adopted Strategies
- 6.2 Market Share Analysis
- 6.3 Company Profiles
 - 6.3.1 BioGaia
 - 6.3.2 Reckitt Benckiser LLC
 - 6.3.3 Procter & Gamble
 - 6.3.4 Koninklijke DSM NV
 - 6.3.5 Church & Dwight Co., Inc.
 - 6.3.6 PharmaCare Laboratories Pty Ltd
 - 6.3.7 Optibac Probiotics Inc.
 - 6.3.8 Dr. Willmar Schwabe GMBH & Co. KG
 - 6.3.9 Amway Corp.
 - 6.3.10 Morishita Jintan Co. Ltd.
 - 6.3.11 Now Foods

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

**Probiotic Dietary Supplement - Market Share Analysis, Industry Trends & Statistics,
Growth Forecasts 2019 - 2029**

Market Report | 2024-02-17 | 140 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scott's-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scott's-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-05"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com

