

## **Probiotics in Food, Beverages, Dietary Supplements and Animal Feed**

Market Research Report | 2025-01-07 | 188 pages | BCC Research

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### **Report description:**

Description

Report Scope:

The report provides market projections for the probiotics market from 2023 through 2029 and analyzes the market shares of leading companies. The probiotics market is segmented by application into food and beverage, dietary supplements, animal feed and others. It is further segmented by genus into Lactobacillus, bifidobacterium, streptococcus, bacillus and others, and by function into regular and therapy. The end-user market is segmented into probiotics for humans and probiotics for animals. By sales channels, the market is segmented into hypermarkets and supermarkets, pharmacies, online, specialty stores and others. Regional estimates and forecasts include North America, Asia-Pacific, Europe, South America, and the Middle East and Africa.

Report Includes:

- 302 data tables and 35 additional tables
- An up-to-date overview of the global market for probiotics in food and beverages, dietary supplements, and animal feed applications
- Analyses of the global market trends, with sales data for 2023, estimates for 2024, and projections of compound annual growth rates (CAGRs) through 2029
- Evaluation and forecast the market size for probiotics, projected growth trends, and corresponding market share analysis by type, genus, function, application, end use (human/animals), sales channel, and region
- Updated information on market opportunities and drivers, key shifts, regulations and industry specific challenges, and other factors that will shape this market demand in the coming years (2024-2029)
- Discussion of the importance of scientific research, product innovation, consumer awareness and preferences, and regulatory requirements for probiotics

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- Review of patent data and new developments regarding various categories and sub-categories of probiotics
- A discussion on ESG challenges and practices of the industry
- Key merger and acquisition deals, partnerships, collaborations and joint ventures as well as other strategic alliances within the food and beverages industry
- Market share analysis of the key market participants offering probiotic-enhanced products, their research priorities, product portfolios and the competitive landscape
- Descriptive company profiles of the leading global players, including Yakult Honsha Co. Ltd., Danone, Chr. Hansen A/S, part of Novonesis, DSM B.V., and Kerry Group.

## Executive Summary

### Summary:

In 2023, the global probiotics market reached a value of \$65.8 billion and is expected to grow at a growth rate of 7.9% from 2024 through 2029, reaching \$102.1 billion. Asia-Pacific led the market in 2023, driven by growing demand for dietary supplements, and is projected to grow at a CAGR of 8.7% through the end of 2029, reaching \$44.8 billion.

Increased awareness of digestive health, coupled with consumer preference for preventive healthcare products, further contributes to this growth. The growing production of commercial animal feed has led to a rise in probiotic use, as they improve the overall health and productivity of animals. The rising demand for probiotics-based dietary supplements is expected to drive the demand for probiotics during the forecast period.

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Abbreviations

Company Profiles

ADM

CHR. HANSEN A/S, PART OF NOVONESIS

DANONE S.A.

DSM-FIRMENICH

HERBALIFE INTERNATIONAL OF AMERICA INC.

INTERNATIONAL FLAVORS & FRAGRANCES INC.

KERRY GROUP PLC

NESTLE

NOVOZYMES A/S

PROBI

YAKULT HONSHA CO. LTD.

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