

Probiotics Dietary Supplements Market - Global Industry Size, Share, Trends, Opportunity & Forecast, Segmented By Form (Chewables & Gummies, Capsules, Powders, Tablets & Softgels, Others), By End-use (Infants, Children, Adults, Geriatric), By Applications (Sports Fitness, Energy & Weight Management, General Health, Bone & Joint Health, Gastrointestinal Health, Immunity, Cardiac Health, Diabetes, Anti-cancer, Skin/Hair/Nails, Brain/Mental Health, Others), By Region, & Competition, 2020-2030F

Market Report | 2025-04-11 | 180 pages | TechSci Research

AVAILABLE LICENSES:

- Single User License \$4500.00
- Multi-User License \$5500.00
- Custom Research License \$8000.00

Report description:

The Global Probiotics Dietary Supplements Market was valued at USD 8.76 billion in 2024 and is projected to achieve strong growth over the forecast period, with a compound annual growth rate (CAGR) of 10.75% through 2030.

The market is experiencing accelerated expansion, driven by a clear shift in consumer behavior toward scientifically validated and proactive approaches to health management. Probiotics-live microbial strains with clinically proven benefits for gut and immune health-are becoming an integral component of evidence-based nutritional strategies across a broad range of consumer demographics.

This growing adoption is closely tied to the increasing prevalence of lifestyle-related health conditions, including gastrointestinal disorders, weakened immune response, and chronic inflammation-particularly among adults and aging populations. Consumers are gravitating toward natural, non-pharmaceutical alternatives, fueling demand for probiotic products that align with clean-label principles and preventive wellness practices.

Key Market Drivers

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Rising Prevalence of Gastrointestinal and Lifestyle-Related Disorders

The surge in gastrointestinal (GI) and lifestyle-related disorders is a key growth driver for the probiotics dietary supplements market. Non-communicable diseases (NCDs), which include many of these disorders, have become the dominant global health challenge, accounting for approximately 75% of all non-pandemic-related deaths. In 2021, NCDs were responsible for over 43 million deaths worldwide, with cardiovascular conditions leading the count.

This shift has influenced both consumer behavior and healthcare priorities, positioning probiotics as an essential element of preventive and therapeutic strategies focused on gut health and overall well-being. Digestive issues such as irritable bowel syndrome (IBS), inflammatory bowel disease (IBD), acid reflux, constipation, and bloating are increasingly common across various age groups and geographies, further driving demand for probiotic supplementation.

Key Market Challenges

Quality Control and Product Standardization

Maintaining the quality, efficacy, and stability of probiotic supplements remains a significant challenge. As live microorganisms, probiotics must remain viable throughout the entire production, packaging, storage, and distribution cycle. Any degradation in potency can result in inconsistent health outcomes and potentially undermine consumer confidence. Ensuring stringent quality standards and formulation integrity is therefore critical for sustained market growth and credibility.

Key Market Trends

Emergence of Personalized Nutrition

The growing demand for individualized health solutions is reshaping the probiotics landscape. Personalized nutrition-including custom probiotic formulations-is gaining momentum as consumers increasingly seek products tailored to their unique physiological needs. Innovations such as DNA testing and microbiome analysis are enabling the identification of specific probiotic strains that deliver targeted benefits based on individual health profiles, paving the way for highly personalized and effective wellness interventions.

Key Market Players

- Vitakem Nutraceutical Inc
- Lesaffre International Corp
- DuPont de Nemours Inc
- H&H Group PLC
- Amway Corp
- Abbott Laboratories Inc
- Bayer AG
- Pfizer Inc.
- GSK PLC
- BASF SE

Report Scope:

In this report, the Global Probiotics Dietary Supplements Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

- Probiotics Dietary Supplements Market, By Form:
 - o Chewables & Gummies
 - o Capsules
 - o Powders
 - o Tablets & Softgels
 - o Others
- Probiotics Dietary Supplements Market, By End-Use:
 - o Infants
 - o Children
 - o Adults
 - o Geriatric

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- Probiotics Dietary Supplements Market, By Application:

- o Sports Fitness
- o Energy & Weight Management
- o General Health
- o Bone & Joint Health
- o Gastrointestinal Health
- o Immunity
- o Cardiac Health
- o Diabetes
- o Anti-cancer
- o Skin/Hair/Nails
- o Brain/Mental Health
- o Others

- Probiotics Dietary Supplements Market, By Region:

- o North America
 - United States
 - Canada
 - Mexico
- o Europe
 - France
 - United Kingdom
 - Italy
 - Germany
 - Spain
- o Asia-Pacific
 - China
 - India
 - Japan
 - Australia
 - South Korea
- o South America
 - Brazil
 - Argentina
 - Colombia
- o Middle East & Africa
 - South Africa
 - Saudi Arabia
 - UAE
 - Kuwait

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Probiotics Dietary Supplements Market.

Available Customizations:

Global Probiotics Dietary Supplements market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

- Detailed analysis and profiling of additional market players (up to five).

Table of Contents:

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

1. Product Overview
 - 1.1. Market Definition
 - 1.2. Scope of the Market
 - 1.2.1. Markets Covered
 - 1.2.2. Years Considered for Study
 - 1.2.3. Key Market Segmentations
2. Research Methodology
 - 2.1. Objective of the Study
 - 2.2. Baseline Methodology
 - 2.3. Key Industry Partners
 - 2.4. Major Association and Secondary Sources
 - 2.5. Forecasting Methodology
 - 2.6. Data Triangulation & Validation
 - 2.7. Assumptions and Limitations
3. Executive Summary
 - 3.1. Overview of the Market
 - 3.2. Overview of Key Market Segmentations
 - 3.3. Overview of Key Market Players
 - 3.4. Overview of Key Regions/Countries
 - 3.5. Overview of Market Drivers, Challenges, Trends
4. Voice of Customer
5. Global Probiotics Dietary Supplements Market Outlook
 - 5.1. Market Size & Forecast
 - 5.1.1. By Value
 - 5.2. Market Share & Forecast
 - 5.2.1. By Form (Chewables & Gummies, Capsules, Powders, Tablets & Softgels, Others)
 - 5.2.2. By End-use (Infants, Children, Adults, Geriatric)
 - 5.2.3. By Applications (Sports Fitness, Energy & Weight Management, General Health, Bone & Joint Health, Gastrointestinal Health, Immunity, Cardiac Health, Diabetes, Anti-cancer, Skin/Hair/Nails, Brain/Mental Health, Others)
 - 5.2.4. By Region
 - 5.2.5. By Company (2024)
 - 5.3. Product Market Map
6. North America Probiotics Dietary Supplements Market Outlook
 - 6.1. Market Size & Forecast
 - 6.1.1. By Value
 - 6.2. Market Share & Forecast
 - 6.2.1. By Form (Chewables & Gummies, Capsules, Powders, Tablets & Softgels, Others)
 - 6.2.2. By End-use (Infants, Children, Adults, Geriatric)
 - 6.2.3. By Applications (Sports Fitness, Energy & Weight Management, General Health, Bone & Joint Health, Gastrointestinal Health, Immunity, Cardiac Health, Diabetes, Anti-cancer, Skin/Hair/Nails, Brain/Mental Health, Others)
 - 6.2.4. By Country
 - 6.3. North America: Country Analysis
 - 6.3.1. United States Probiotics Dietary Supplements Market Outlook
 - 6.3.1.1. Market Size & Forecast
 - 6.3.1.1.1. By Value
 - 6.3.1.2. Market Share & Forecast
 - 6.3.1.2.1. By Form

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 6.3.1.2.2. By End-use
- 6.3.1.2.3. By Applications
- 6.3.2. Canada Probiotics Dietary Supplements Market Outlook
 - 6.3.2.1. Market Size & Forecast
 - 6.3.2.1.1. By Value
 - 6.3.2.2. Market Share & Forecast
 - 6.3.2.2.1. By Form
 - 6.3.2.2.2. By End-use
 - 6.3.2.2.3. By Applications
- 6.3.3. Mexico Probiotics Dietary Supplements Market Outlook
 - 6.3.3.1. Market Size & Forecast
 - 6.3.3.1.1. By Value
 - 6.3.3.2. Market Share & Forecast
 - 6.3.3.2.1. By Form
 - 6.3.3.2.2. By End-use
 - 6.3.3.2.3. By Applications
- 7. Europe Probiotics Dietary Supplements Market Outlook
 - 7.1. Market Size & Forecast
 - 7.1.1. By Value
 - 7.2. Market Share & Forecast
 - 7.2.1. By Form (Chewables & Gummies, Capsules, Powders, Tablets & Softgels, Others)
 - 7.2.2. By End-use (Infants, Children, Adults, Geriatric)
 - 7.2.3. By Applications (Sports Fitness, Energy & Weight Management, General Health, Bone & Joint Health, Gastrointestinal Health, Immunity, Cardiac Health, Diabetes, Anti-cancer, Skin/Hair/Nails, Brain/Mental Health, Others)
 - 7.2.4. By Country
 - 7.3. Europe: Country Analysis
 - 7.3.1. Germany Probiotics Dietary Supplements Market Outlook
 - 7.3.1.1. Market Size & Forecast
 - 7.3.1.1.1. By Value
 - 7.3.1.2. Market Share & Forecast
 - 7.3.1.2.1. By Form
 - 7.3.1.2.2. By End-use
 - 7.3.1.2.3. By Applications
 - 7.3.2. United Kingdom Probiotics Dietary Supplements Market Outlook
 - 7.3.2.1. Market Size & Forecast
 - 7.3.2.1.1. By Value
 - 7.3.2.2. Market Share & Forecast
 - 7.3.2.2.1. By Form
 - 7.3.2.2.2. By End-use
 - 7.3.2.2.3. By Applications
 - 7.3.3. France Probiotics Dietary Supplements Market Outlook
 - 7.3.3.1. Market Size & Forecast
 - 7.3.3.1.1. By Value
 - 7.3.3.2. Market Share & Forecast
 - 7.3.3.2.1. By Form
 - 7.3.3.2.2. By End-use
 - 7.3.3.2.3. By Applications

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 7.3.4. Italy Probiotics Dietary Supplements Market Outlook
 - 7.3.4.1. Market Size & Forecast
 - 7.3.4.1.1. By Value
 - 7.3.4.2. Market Share & Forecast
 - 7.3.4.2.1. By Form
 - 7.3.4.2.2. By End-use
 - 7.3.4.2.3. By Applications
- 7.3.5. Spain Probiotics Dietary Supplements Market Outlook
 - 7.3.5.1. Market Size & Forecast
 - 7.3.5.1.1. By Value
 - 7.3.5.2. Market Share & Forecast
 - 7.3.5.2.1. By Form
 - 7.3.5.2.2. By End-use
 - 7.3.5.2.3. By Applications
- 8. Asia-Pacific Probiotics Dietary Supplements Market Outlook
 - 8.1. Market Size & Forecast
 - 8.1.1. By Value
 - 8.2. Market Share & Forecast
 - 8.2.1. By Form (Chewables & Gummies, Capsules, Powders, Tablets & Softgels, Others)
 - 8.2.2. By End-use (Infants, Children, Adults, Geriatric)
 - 8.2.3. By Applications (Sports Fitness, Energy & Weight Management, General Health, Bone & Joint Health, Gastrointestinal Health, Immunity, Cardiac Health, Diabetes, Anti-cancer, Skin/Hair/Nails, Brain/Mental Health, Others)
 - 8.2.4. By Country
 - 8.3. Asia-Pacific: Country Analysis
 - 8.3.1. China Probiotics Dietary Supplements Market Outlook
 - 8.3.1.1. Market Size & Forecast
 - 8.3.1.1.1. By Value
 - 8.3.1.2. Market Share & Forecast
 - 8.3.1.2.1. By Form
 - 8.3.1.2.2. By End-use
 - 8.3.1.2.3. By Applications
 - 8.3.2. Japan Probiotics Dietary Supplements Market Outlook
 - 8.3.2.1. Market Size & Forecast
 - 8.3.2.1.1. By Value
 - 8.3.2.2. Market Share & Forecast
 - 8.3.2.2.1. By Form
 - 8.3.2.2.2. By End-use
 - 8.3.2.2.3. By Applications
 - 8.3.3. India Probiotics Dietary Supplements Market Outlook
 - 8.3.3.1. Market Size & Forecast
 - 8.3.3.1.1. By Value
 - 8.3.3.2. Market Share & Forecast
 - 8.3.3.2.1. By Form
 - 8.3.3.2.2. By End-use
 - 8.3.3.2.3. By Applications
 - 8.3.4. Australia Probiotics Dietary Supplements Market Outlook
 - 8.3.4.1. Market Size & Forecast

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 8.3.4.1.1. By Value
- 8.3.4.2. Market Share & Forecast
- 8.3.4.2.1. By Form
- 8.3.4.2.2. By End-use
- 8.3.4.2.3. By Applications
- 8.3.5. South Korea Probiotics Dietary Supplements Market Outlook
- 8.3.5.1. Market Size & Forecast
- 8.3.5.1.1. By Value
- 8.3.5.2. Market Share & Forecast
- 8.3.5.2.1. By Form
- 8.3.5.2.2. By End-use
- 8.3.5.2.3. By Applications
- 9. South America Probiotics Dietary Supplements Market Outlook
- 9.1. Market Size & Forecast
- 9.1.1. By Value
- 9.2. Market Share & Forecast
- 9.2.1. By Form (Chewables & Gummies, Capsules, Powders, Tablets & Softgels, Others)
- 9.2.2. By End-use (Infants, Children, Adults, Geriatric)
- 9.2.3. By Applications (Sports Fitness, Energy & Weight Management, General Health, Bone & Joint Health, Gastrointestinal Health, Immunity, Cardiac Health, Diabetes, Anti-cancer, Skin/Hair/Nails, Brain/Mental Health, Others)
- 9.2.4. By Country
- 9.3. South America: Country Analysis
- 9.3.1. Brazil Probiotics Dietary Supplements Market Outlook
- 9.3.1.1. Market Size & Forecast
- 9.3.1.1.1. By Value
- 9.3.1.2. Market Share & Forecast
- 9.3.1.2.1. By Form
- 9.3.1.2.2. By End-use
- 9.3.1.2.3. By Applications
- 9.3.2. Argentina Probiotics Dietary Supplements Market Outlook
- 9.3.2.1. Market Size & Forecast
- 9.3.2.1.1. By Value
- 9.3.2.2. Market Share & Forecast
- 9.3.2.2.1. By Form
- 9.3.2.2.2. By End-use
- 9.3.2.2.3. By Applications
- 9.3.3. Colombia Probiotics Dietary Supplements Market Outlook
- 9.3.3.1. Market Size & Forecast
- 9.3.3.1.1. By Value
- 9.3.3.2. Market Share & Forecast
- 9.3.3.2.1. By Form
- 9.3.3.2.2. By End-use
- 9.3.3.2.3. By Applications
- 10. Middle East and Africa Probiotics Dietary Supplements Market Outlook
- 10.1. Market Size & Forecast
- 10.1.1. By Value
- 10.2. Market Share & Forecast

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 10.2.1. By Form (Chewables & Gummies, Capsules, Powders, Tablets & Softgels, Others)
- 10.2.2. By End-use (Infants, Children, Adults, Geriatric)
- 10.2.3. By Applications (Sports Fitness, Energy & Weight Management, General Health, Bone & Joint Health, Gastrointestinal Health, Immunity, Cardiac Health, Diabetes, Anti-cancer, Skin/Hair/Nails, Brain/Mental Health, Others)
- 10.2.4. By Country
- 10.3. MEA: Country Analysis
 - 10.3.1. South Africa Probiotics Dietary Supplements Market Outlook
 - 10.3.1.1. Market Size & Forecast
 - 10.3.1.1.1. By Value
 - 10.3.1.2. Market Share & Forecast
 - 10.3.1.2.1. By Form
 - 10.3.1.2.2. By End-use
 - 10.3.1.2.3. By Applications
 - 10.3.2. Saudi Arabia Probiotics Dietary Supplements Market Outlook
 - 10.3.2.1. Market Size & Forecast
 - 10.3.2.1.1. By Value
 - 10.3.2.2. Market Share & Forecast
 - 10.3.2.2.1. By Form
 - 10.3.2.2.2. By End-use
 - 10.3.2.2.3. By Applications
 - 10.3.3. UAE Probiotics Dietary Supplements Market Outlook
 - 10.3.3.1. Market Size & Forecast
 - 10.3.3.1.1. By Value
 - 10.3.3.2. Market Share & Forecast
 - 10.3.3.2.1. By Form
 - 10.3.3.2.2. By End-use
 - 10.3.3.2.3. By Applications
 - 10.3.4. Kuwait Probiotics Dietary Supplements Market Outlook
 - 10.3.4.1. Market Size & Forecast
 - 10.3.4.1.1. By Value
 - 10.3.4.2. Market Share & Forecast
 - 10.3.4.2.1. By Form
 - 10.3.4.2.2. By End-use
 - 10.3.4.2.3. By Applications
- 11. Market Dynamics
 - 11.1. Drivers
 - 11.2. Challenges
- 12. Market Trends & Developments
 - 12.1. Recent Development
 - 12.2. Mergers & Acquisitions
 - 12.3. Product Launches
- 13. Porter's Five Forces Analysis
 - 13.1. Competition in the Industry
 - 13.2. Potential of New Entrants
 - 13.3. Power of Suppliers
 - 13.4. Power of Customers
 - 13.5. Threat of Substitute Products

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 14. Competitive Landscape
 - 14.1. Vitakem Nutraceutical Inc
 - 14.1.1. Business Overview
 - 14.1.2. Product & Service Offerings
 - 14.1.3. Recent Developments
 - 14.1.4. Financials (If Listed)
 - 14.1.5. Key Personnel
 - 14.1.6. SWOT Analysis
 - 14.2. Lesaffre International Corp
 - 14.3. DuPont de Nemours Inc
 - 14.4. H&H Group PLC
 - 14.5. Amway Corp
 - 14.6. Abbott Laboratories Inc
 - 14.7. Bayer AG
 - 14.8. Pfizer Inc.
 - 14.9. GSK PLC
 - 14.10. BASF SE
- 15. Strategic Recommendations
- 16. About Us & Disclaimer

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Probiotics Dietary Supplements Market - Global Industry Size, Share, Trends, Opportunity & Forecast, Segmented By Form (Chewables & Gummies, Capsules, Powders, Tablets & Softgels, Others), By End-use (Infants, Children, Adults, Geriatric), By Applications (Sports Fitness, Energy & Weight Management, General Health, Bone & Joint Health, Gastrointestinal Health, Immunity, Cardiac Health, Diabetes, Anti-cancer, Skin/Hair/Nails, Brain/Mental Health, Others), By Region, & Competition, 2020-2030F

Market Report | 2025-04-11 | 180 pages | TechSci Research

To place an Order with Scotts International:

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

ORDER FORM:

Select license	License	Price
	Single User License	\$4500.00
	Multi-User License	\$5500.00
	Custom Research License	\$8000.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-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*

Phone*

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

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	<input type="text"/>