

Brazil Probiotic Supplements Market Size Analysis Report - Market Share, Forecast Trends and Outlook (2025-2034)

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Report description:

The Brazil probiotic supplements market is projected to grow at a CAGR of 6.30% between 2025 and 2034. The market is being driven by the growing focus on boosting immune health.

Brazil Probiotic Supplements Market Growth

One of the most significant advantages of consuming probiotics is their ability to enhance the immune system. Supporting immunity is a primary concern for individuals in Latin America, approximately 44% of adults in Brazil utilised an immune-supporting vitamin or mineral supplement in 2021, with an additional 46% expressing a likelihood of doing so in the future. Probiotics are also widely recognised for their role in promoting digestive health. They contribute to the maintenance of a balanced gut microbiome, which can facilitate digestion and mitigate digestive disorders such as diarrhoea, constipation, and irritable bowel syndrome (IBS).

Brazil, the biggest economy in Latin America, is undergoing a rapid e-commerce growth of 14.3% and is projected to surpass US\$200 billion by 2026. As of early 2022, Mercado Livre, the Brazilian branch of the Argentine e-commerce powerhouse Mercado Libre, emerged as the most frequented e-commerce platform in Brazil. The accessibility of probiotic supplements has been significantly enhanced by e-commerce platforms, which offer a diverse array of products that can be conveniently purchased online. This level of convenience is especially attractive to health-conscious consumers who favour the ease of online shopping over visiting physical stores.

The increasing popularity of plant-based diets has led to a rise in the need for vegan probiotic supplements. Companies are creating items that incorporate plant-based and non-dairy ingredients, catering to vegans and individuals who are lactose intolerant.

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Key Trends and Developments

Growing awareness regarding health benefits associated with probiotics, evolving regulatory landscape, rise in different distribution channels, and adoption of advanced technologies are favouring the Brazil probiotic supplements market expansion.

September 2023

Japanese Morinaga Milk's proprietary probiotic strain, *Bifidobacterium longum* subsp. *longum* BB536, was approved by the Brazilian Health Regulatory. The approval enables the utilisation of the probiotic strain in conventional food products and dietary supplements sold in Brazil.

June 2023

Agencia Nacional de Vigilancia Sanitaria (ANVISA) granted regulatory approvals to Lallemand Health Solutions' Probiokid probiotic supplement for infants aged between three to 36 months. The efficacy of the probiotic supplement was supported by 28 clinical studies in the paediatric population and was proved efficient in supporting gut health and immune system maturation.

September 2020

Aspen, in partnership with Lallemand Health Solutions, launched its first probiotic formulation, *Lactobacillus helveticus* Rosell-52 and *Bifidobacterium longum* Rosell-175, for the brain-gut axis in Brazil. The formulation was approved by the Brazilian Health Authorities, ANVISA, for its efficacy and safety in stressed healthy individuals.

Growing Awareness Regarding the Health Benefits of Probiotics

Probiotics offer several health benefits such as restoring the natural balance of gut bacteria, preventing diarrhoea and reducing its severity, improving mental health disorders such as depression and anxiety, and lowering LDL and blood pressure, among others. The growing awareness regarding such health benefits is surging the consumption of probiotic supplements among Brazilians.

Rising Availability of Probiotic Supplements in Different Forms

The rising availability of probiotic supplements in different forms like powders, capsules, and liquids is boosting their consumption to improve digestive health. Moreover, the incorporation of probiotic supplements in functional food and beverages and the growing trend of health and wellness are propelling the market.

Evolving Regulatory Landscape

The regulatory landscape of probiotic supplements in Brazil is managed by the Agencia Nacional de Vigilancia Sanitaria (ANVISA). The evolving regulatory frameworks in the country aimed at ensuring customer safety are driving the development of innovative and advanced probiotic supplements.

Advancements in Technologies

Advancements in microencapsulation technology aimed at encasing probiotic bacteria in protective coatings such as polymers or lipids, protecting them from gastric acids, and ensuring their safe passage to the intestines are aiding the market expansion.

Development of Customised Probiotic Supplements

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Key players are personalising probiotic supplements to specific microbiome makeup of an individual and health. They are also developing customised probiotic supplements based on microbiome data to maximise efficacy and improve health outcomes.

Brazil Probiotic Supplements Market Trends

The growing trend of health and wellness, coupled with the rising focus on gut health, is surging the demand for probiotic supplements. Increasing research and development activities aimed at evaluating the efficacy of probiotics for preventing antibiotic-associated diarrhoea, treating periodontal disease, preventing sepsis and necrotising enterocolitis in premature infants, and maintaining remission of ulcerative colitis are further boosting the consumption of prebiotic supplements.

Brazil Probiotic Supplements Industry Segmentation

Brazil Probiotic Supplements Market Report and Forecast 2025-2034 offers a detailed analysis of the market based on the following segments:

Market Breakup by Form:

- Liquid
- Capsules
- Chewable and Gummies
- Tablets
- Powder

Market Breakup by Distribution Channel:

- Supermarkets/hypermarkets
- Pharmacy/Health Stores
- Online Stores
- Others

Market Breakup by Region:

- Sao Paulo
- Minas Gerais
- Rio de Janeiro
- Bahia
- Rio Grande do Sul

Brazil Probiotic Supplements Market Share

Based on the distribution channel, the market is segmented into supermarkets/hypermarkets, pharmacy/health stores, and online stores, among others. Online stores are projected to grow at a CAGR of 10.8% during the forecast period of 2025-2034 amid the growing internet and smartphone penetration.

Leading Companies in the Brazil Probiotic Supplements Market

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Major players are focusing on the production of vegan and plant-based probiotic supplements to gain a competitive edge in the market.

- Amway Corp.
- Bayer AG
- Pfizer Inc.
- DSM-Firmenich AG
- Lallemand Inc
- BioGaia
- Danone SA
- Biocamp Laboratorios Ltda
- Batavo S/A
- Others

The comprehensive report looks into the macro and micro aspects of the market. The EMR report gives an in-depth insight into the market by providing a SWOT analysis as well as an analysis of Porter's Five Forces model.

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