



Europe Probiotic Market is Estimated to Reach \$663.38 Million in 2019

The probiotic market in Europe is estimated to grow from around \$425.82 million in 2013 to \$663.38 million by 2019, at a CAGR of 7.7% from 2014 to 2019.

DALLAS, TEXAS, UNITED STATES, August 14, 2015 /EINPresswire.com/ -- The probiotic market in Europe is estimated to grow from around \$425.82 million in 2013 to \$663.38 million by 2019, at a CAGR of 7.7% from 2014 to 2019.

Browse through the TOC of the Europe Probiotic Market report, to get an idea of the in-depth analysis provided. This also provides a glimpse of the segmentation in the European probiotic market, and is supported by various tables and figures.

<http://www.micromarketmonitor.com/market/europe-probiotics-nutraceuticals-9360514423.html>

The consumption of fermented milk has traditionally been high in several European countries. The main reason behind the key supremacy of the European probiotic market is the consumer approach towards probiotics. The saturation of probiotics in the market is so high that probiotic foods are available in grocery stores as well as supermarkets, while supplements are available in pharmacies and health food shops. Health, fitness, and better immune system are the key factors that spread awareness thereby driving the growth of this market. Also, companies in Europe believe that product and ingredient innovation is a way forward for the nutraceutical industry. Wide acceptance of such new products also drives the European probiotic market.

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Europe is accounted to be the largest market for probiotics, wherein Germany holds the maximum share. Germany is the largest market in Europe, and as of 2014, contributed a major share of around 22.3% in the probiotic market. In Europe, there are five major players: Group Danone (France), Chr. Hansen (Denmark), DuPont (U.S.), Lallemand Health Solutions (Canada), and Yakult Honsha Co. Ltd. (Japan). Danone (France) is the major player with a share of 18.2% followed by Chr. Hansen with a share of 14.5%.

The probiotic market is segmented and projected on the basis of applications such as functional food, functional beverages, dietary supplements, animal nutrition, and personal care. Functional food is the most preferred application of probiotics.

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In addition, it also presents a country-level competitive landscape and company profiles of key players such as Group Danone, Chr. Hansen, DuPont, and Lallemand Health Solutions.

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North America Probiotic (Nutraceuticals) Market

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