

# Global Probiotics Market is Influenced by Unhealthy Diets, Digestive Ailments and Poor Immunity - Forecast 2021

*OrbisResearch.com has published new research report on "Global Probiotics Market Research Report and Forecast to 2017-2021" to its database.*

DALLAS, TEXAS, UNITED STATES, June 29, 2017 /EINPresswire.com/ -- The [global probiotics market](#) is estimated to grow to nearly USD 61.77 Billion by 2021 with a CAGR of 6.23% from USD 45.66 billion in 2016. Probiotics are living organisms (microorganisms) which helps in sustaining the level of organisms in the gut line, if taken in right amount they also provide prevention from numerous intestinal diseases such as antibiotic-associated diarrhoea, intestinal inflammation and urogenital infections. Strong gut health helps in building strong immunity for body.



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Probiotics are used widely by the common people and are mostly found in dairy products which contain bacteria like yeast and lactobacillus. They are generally used for any illness or antibiotic treatment to kill the left over microbes in the digestive tract. Doctors recommend its regular consumption to establish a positive balance of beneficial microorganisms.

Aging, stress and poor unhealthy diets are responsible for digestive ailments and poor immunity and consumption of probiotics can help in curing these widespread diseases. Apart from this, rising awareness among individuals is also aiding the growth of the market. The major drawback is that probiotics are very sensitive microorganisms and can be easily damaged during storing or manufacturing. Lack of standardization of this market is also restraining its growth.

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Depending upon end use the market is divided into animal and human probiotics market. By application it is bifurcated into animal feed, food & beverages (Dairy Products, Non-Dairy Products, Cereals, Baked Foods, Fermented Meat Products and Dry Food Probiotics) and dietary supplements (Food Supplements, Nutritional Supplements, Speciality Nutrients and Infant Formula). Based on the type of bacteria the market is segmented as streptococcus, lactobacillus, yeast and others. Dietary supplement segment is estimated to achieve highest growth due to increasing awareness.

Geographically the market is segmented into North America, Europe, Asia Pacific, Latin America and

Middle East and Africa. In the year 2014 the market was dominated by Asia Pacific followed by Europe. Asia Pacific is also expected to grow at a high CAGR in the developing countries like India and China. Europe is also a major market with Germany and France as leading players. North America holds relatively small share in the market.

The key players in the market are General mills, China-Biotics, Yakult Honsha Co. Ltd., Mother dairy, Nestle S.A, PROBI AB, E.I. du Pont de Nemours and company, Chr. Hansen, Lifeway foods, Groupe Danone S.A. and many others.

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