

Probiotics Market Set Projected to Reach \$ 67.82 Bn by 2032, Growing Demand for Gut Health Solutions & Functional Foods

Probiotics Market value for was USD 53.5 billion in 2022 and is expected to reach USD 67.82 Billion in 2032 growing at a CAGR of 6.8% during the forecast period

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/EINPresswire.com/ -- The [Probiotics Market](#) has experienced significant

growth in recent years, with its value

reaching USD 53.5 billion in 2022. Experts project that by 2032, the market will further expand and reach a value of USD 67.82 billion, growing at a steady compound annual growth rate (CAGR) of 6.8% during the forecast period. This growth can be attributed to various factors that have fueled the increasing demand for probiotics.



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One key driver of market revenue growth is the heightened demand for functional foods and dietary supplements. Consumers are becoming more aware of the benefits of probiotics for maintaining gut health. Probiotics, which consist of live bacteria, have been scientifically proven to aid digestion, strengthen the immune system, and reduce the risk of chronic diseases. As the prevalence of lifestyle disorders such as obesity, diabetes, and heart disease continues to rise, individuals are seeking natural remedies

like probiotics to take control of their health.

The food and beverage sector is also playing a crucial role in driving the growth of the probiotics market. Manufacturers are incorporating probiotics into various products such as yogurt, cheese, and kombucha to enhance their nutritional content and health benefits. By doing so, they are meeting the growing consumer demand for healthier food choices. Additionally, the increasing popularity of veganism and plant-based diets has led to a surge in the need for plant-based probiotic products, further contributing to the market's expansion.

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Top Leading Players in Probiotics Market:

- Danone
- Nestle SA
- Yakult Honsha Co. Ltd.
- Kerry Group
- Chr. Hansen Holding A/S
- Lallemand Inc.
- BioGaia AB
- Greenyard NV
- Probi AB
- Groupe Lactalis S.A.

Various Factors Probiotics Market:

1. **Rising Awareness and Knowledge:** There has been a significant increase in consumer awareness and knowledge regarding the benefits of probiotics for gut health. Studies have shown that probiotics can aid digestion, support immune function, and reduce the risk of chronic diseases. As individuals become more conscious of their health and well-being, they are actively seeking out products that contain probiotics.
2. **Functional Foods and Dietary Supplements:** The growing demand for functional foods and dietary supplements has been a major driver of the probiotics market. Functional foods are those that provide additional health benefits beyond basic nutrition. Probiotics are being incorporated into a wide range of food and beverage products, including yoghurt, kefir, kombucha, and even snacks. Similarly, dietary supplements containing probiotics are gaining popularity as people look for convenient ways to incorporate probiotics into their daily routine.
3. **Lifestyle Disorders and Chronic Diseases:** The increasing prevalence of lifestyle disorders such as obesity, diabetes, and heart disease has led to a greater emphasis on preventive healthcare. Probiotics have been recognized for their potential in managing and preventing such conditions. As a result, consumers are turning to probiotics as a natural and proactive approach to support their overall health and well-being.
4. **Food and Beverage Industry Adoption:** The food and beverage industry has been quick to recognize the market potential of probiotics. Manufacturers are incorporating probiotics into their products to enhance their nutritional value and promote digestive health. This includes the addition of probiotics to dairy products, cereals, beverages, and even infant formulas. The versatility and potential applications of probiotics in the food and beverage sector have

contributed significantly to the market's growth.

5. Shift towards Plant-based and Vegan Diets: The rising popularity of plant-based and vegan diets has also influenced the probiotics market. As more individuals adopt these dietary lifestyles, there is a growing demand for plant-based probiotic products. Manufacturers are developing innovative formulations and strains of probiotics that cater to this specific consumer segment, thereby expanding the market further.

Probiotics Market Segmentation:

By Product Type Outlook

- Functional Food & Beverages
- Dietary Supplements
- Animal Feed
- Others

By Application Outlook

- Digestive Health
- Immune System
- Weight Management
- Others

Key Regional Markets Covered in the Report:

North America (U.S.A., Canada, Mexico)

Europe (Italy, U.K., Germany, France, Rest of Europe)

Asia Pacific (India, China, Japan, South Korea, Australia, Rest of Asia Pacific)

Latin America (Chile, Brazil, Argentina, Peru, Rest of Latin America)

Middle East & Africa (Saudi Arabia, U.A.E., South Africa, Rest of Middle East & Africa)

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