

Global Probiotic and Prebiotic Yogurt Market Poised for Robust Growth, Expected to Reach US\$ 55.10 Billion by 2032

Probiotic and Prebiotic Yogurt Market Valued at US\$ 29.58 Billion in 2023, Projected to Grow at a CAGR of 7.37% from 2024 to 2032

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EINPresswire.com/ -- The global [Probiotic and Prebiotic Yogurt Market](#) demonstrated significant

momentum in 2023, with a valuation of US\$ 29.58 billion. According to recent market analysis, the sector is set for substantial expansion, with projections indicating a market valuation of US\$ 55.10 billion by 2032. This robust growth reflects a compound annual growth rate (CAGR) of 7.37% throughout the forecast period from 2024 to 2032.



For more information, visit <https://www.astuteanalytica.com/request-sample/probiotic-and-prebiotic-yogurt-market>

The rising consumer awareness regarding gut health and the increasing demand for functional foods are driving factors behind this growth. Probiotic and prebiotic yogurts, known for their health benefits such as improved digestion and enhanced immune function, have gained widespread acceptance among health-conscious consumers.

Market dynamics are further supported by innovations in yogurt formulations, expanding product offerings, and the growing popularity of plant-based alternatives. As the industry continues to evolve, companies are focusing on strategic investments in research and development to cater to the diverse needs of the global consumer base.

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The demand for functional foods in the probiotic and prebiotic yogurt market, particularly those with added health benefits and nutrients, has surged dramatically as consumers become more health conscious. In 2023, the global functional food market reached a valuation of \$250 billion, with yogurt products being a significant contributor. The probiotic yogurt segment alone recorded sales of 40 million units in North America. A survey in 2024 revealed that 70 million people globally consume functional foods primarily for their gut health benefits. This shift is driven by the increasing prevalence of lifestyle-related diseases; for instance, 34 million Americans have diabetes, and 88 million have prediabetes, leading them to seek healthier dietary options. Functional food consumption is also influenced by the aging population, with 53 million people over the age of 65 in the United States alone looking for foods that support healthy aging.

Furthermore, consumers in the probiotic and prebiotic yogurt market are increasingly interested in the nutritional content of their food, with 80 million actively seeking products labeled with health benefits. The demand for functional foods has led to a diversification of product offerings, with 150 new functional yogurt products launched globally in the past year. In Europe, the functional food market grew by 15 million units in 2023, driven by health-conscious consumers. The Asia-Pacific region witnessed the launch of 200 functional food products, with yogurt being among the top five categories. The push towards healthier eating habits has also led to a rise in plant-based functional foods, with 25 million units sold in 2023, indicating a shift towards sustainable and health-focused consumer choices.

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- Nestle
- Dannon
- Chobani
- Yoplait
- Fage
- Yakult
- La Yogurt
- Stonyfeild Farms
- Greek Gods
- Pillars
- Noosa Yoghurt LLC
- Siggis(icelandic Milk & Skyr Corporation)
- Brown Cow Inc.
- Nancy's Probiotics Drinks

- Maple Hill Creamery
- Wallaby Yoghurt
- Other Prominent Players

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- Plain Yogurt
- Flavored Yogurt
- Fruited Yogurt
- Others

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- Children
- Adults
- Elderly People

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- North America
 - o The U.S.
 - o Canada
 - o Mexico

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- o Western Europe
 - U.K.
 - Germany
 - France
 - Spain
 - Italy
 - Rest of Western Europe

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- Poland
- Russia
- Rest of Eastern Europe

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- o China
- o India
- o Japan
- o Australia & New Zealand
- o ASEAN
- o Rest of Asia Pacific

- **दक्षिण पूर्व एशिया & दक्षिण पूर्व एशिया (दक्षिण)**

- o UAE
- o Saudi Arabia
- o South Africa
- o Rest of MEA

- **दक्षिण अमेरिका**

- o Argentina
- o Brazil
- o Rest of South America

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