

# Probiotics Market Set to Reach USD 18.4 Billion by 2031, Driven by Health Trends and Consumer Demand | TMR Study

*The global probiotics market is set to grow from \$9.2B in 2022 to \$18.4B by 2031, driven by health trends, aging populations, and innovation.*

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EINPresswire.com/ -- The global [probiotics market](#) has seen remarkable growth in recent years, emerging as a cornerstone of the health and wellness industry. Probiotics, known for their health-enhancing properties, are integral to addressing gut health, immunity, and overall well-being. This article delves into the market size and growth, segmentation, regional dynamics, drivers, challenges, trends, competitive landscape, future outlook, and key study points of this thriving industry.



Probiotics Market

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## Market Size and Growth

The global probiotics market is on a growth trajectory fueled by increasing consumer awareness of gut health and the rising demand for functional foods. In 2022, the market was valued at US\$ 9.2 billion, and it is anticipated to grow at a CAGR of 8.0% during the forecast period from 2023 to 2031, reaching a valuation of US\$ 18.4 billion by the end of 2031.

This growth is attributed to the escalating prevalence of digestive disorders, an aging global population, and a shift toward preventive healthcare solutions. The COVID-19 pandemic played a pivotal role in accelerating this trend as consumers increasingly sought ways to enhance their immune systems and maintain overall health. The market's robust expansion is also driven by

advancements in microbiome research and the integration of probiotics into various food and beverage products, further bolstering their appeal.

## Competitive Landscape

The probiotics market is highly competitive, with leading players focusing on innovation, sustainability, and market expansion. Key players include Chr. Hansen Holding A/S, Nestle S.A., DuPont, Probi AB, and others. These companies are investing in research and development to enhance strain efficacy, improve delivery mechanisms, and create environmentally friendly products.

E-commerce and direct-to-consumer channels have become integral to their strategies, enabling wider reach and customer engagement. Collaborations, mergers, and acquisitions are also prevalent as companies seek to expand their product portfolios and geographic presence.

## Market Segmentation

The probiotics market is segmented based on form, distribution channel, and end-use applications, offering a wide range of opportunities for targeted strategies.

### By Form:

The dry probiotics segment, encompassing powders and granules, dominates the market due to its longer shelf life and versatility. Liquid probiotics, while less dominant, are gaining popularity for their ease of consumption and inclusion in beverages.

### By Distribution Channel:

Probiotics are distributed through multiple channels, including hypermarkets/supermarkets, pharmacies, specialty stores, and online platforms. Online sales have witnessed exponential growth due to the convenience they offer and the global penetration of e-commerce.

### By End-Use Applications:

Probiotics find applications in food and beverages, dietary supplements, and animal feed. Functional foods and beverages represent the largest share, reflecting the growing consumer preference for health-oriented diets.

## Regional Analysis

The probiotics market exhibits significant regional diversity, driven by varying consumer preferences and regulatory environments.

Europe:

Europe holds the largest market share, driven by favorable regulatory frameworks and a strong demand for functional foods. Countries like France and Spain have recently allowed the use of the term “probiotic” on food and supplement labels, boosting consumer trust and adoption.

North America:

North America is a growing market with a focus on innovation and product diversification. Between 2016 and 2020, the U.S. witnessed over 8,200 new product launches in the functional food and beverage sector, underscoring the region’s dynamic market landscape.

Asia-Pacific:

Asia-Pacific is an emerging powerhouse, with countries like Japan, China, and India driving growth. The region's deep-rooted tradition of consuming fermented foods aligns with the increasing adoption of modern probiotics, making it a significant growth driver for the market.

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Market Trends

- **Surge in Functional Foods and Beverages:**

Probiotic-enriched foods and beverages have become mainstream, especially after the COVID-19 pandemic. Consumers now actively seek products that offer health benefits beyond basic nutrition.

- **Preference for Natural and Organic Products:**

Environmentally conscious consumers are driving demand for natural and organic probiotics, prompting manufacturers to innovate in sourcing and production methods.

- **E-Commerce Growth:**

Online sales channels have emerged as significant contributors to market growth, offering convenience and accessibility to consumers worldwide.

- **Personalized Probiotic Solutions:**

Advances in microbiome research are paving the way for personalized probiotics tailored to individual health needs, representing a transformative trend in the market.

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