

# Probiotics Industry Size USD 84.60 Billion By 2032, CAGR Of 7.40% By 2032 With Top Key Players : Probi AB, CHR-Hansen

*Probiotics Market Research Report  
Information By Source, By Application,  
And By Region*

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The global Probiotics Market is experiencing remarkable growth, driven by rising consumer awareness about gut health, increasing demand for functional food and beverages, and expanding applications in dietary

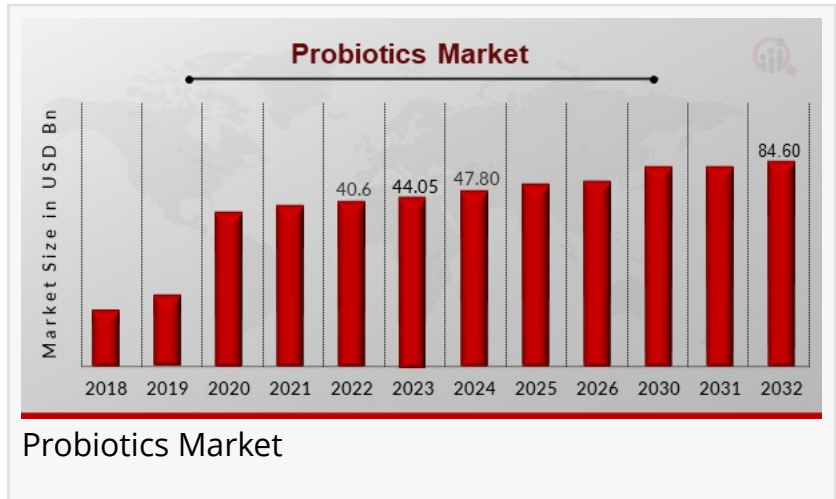
supplements, animal nutrition, and other sectors. Probiotics, which are live microorganisms offering health benefits when consumed in adequate amounts, have evolved into a multi-billion-dollar industry. This research report provides in-depth insights into the market segmentation by source, application, and region, outlining emerging trends, key drivers, and forecasts for the market through 2032.

[Probiotics industry](#) is projected to grow from USD 47.80 Billion in 2024 to USD 84.60 billion by 2032, exhibiting a compound annual growth rate (CAGR) of 7.40% during the forecast period (2024 - 2032).

## Market Overview: The Rise of Probiotics in Health and Wellness

Probiotics have gained significant attention in recent years due to their potential to improve digestive health, enhance immunity, and promote overall well-being. As consumers become more health-conscious and look for natural ways to improve their wellness, the demand for probiotic-rich products has surged. Probiotics are commonly found in fermented foods, dairy products, and dietary supplements, but their application has expanded across a variety of industries, including cosmetics, animal nutrition, and functional food and beverages.

The global probiotics market is increasingly influenced by several factors, including the growing recognition of the importance of gut health, advancements in scientific research, and increasing



demand for natural and plant-based products. This report examines the current market landscape, key drivers, and growth projections, offering valuable insights for stakeholders seeking to navigate the dynamic probiotics market.

### [Probiotics Market Players](#) & Competitive Insights

Lallemand Inc., Probi AB, CHR-Hansen AA/S, Kerry Group, Synbio Tech Inc., DowDupont Inc., Novozymes A/S, Probiotics SpA, Roelmi HPC, UAS Laboratories LLC, Greentech SA.

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### Segmentation by Source: Bacteria and Yeast

The probiotics market is segmented based on the source, primarily classified into bacteria and yeast. Both sources are essential in the production of probiotics, and their benefits are widely recognized in the health and wellness sector.

**Bacteria:** Bacteria-based probiotics are the most commonly used and widely available in the market. They include well-known strains such as Lactobacillus, Bifidobacterium, and Streptococcus thermophilus, which are typically found in fermented foods like yogurt, kefir, and pickles. These bacteria help balance the gut microbiome, aiding digestion and enhancing immune function. Lactobacillus and Bifidobacterium strains are particularly popular for their ability to support gastrointestinal health and treat conditions like irritable bowel syndrome (IBS), constipation, and diarrhea.

**Yeast:** Yeast-based probiotics, such as Saccharomyces boulardii, are gaining recognition for their ability to support gastrointestinal health and immune function. These probiotics are often used in the treatment of diarrhea, particularly for conditions like antibiotic-associated diarrhea and traveler's diarrhea. Yeast probiotics are also gaining popularity as they are resistant to certain antibiotics, making them a viable option in combating gut imbalances caused by pharmaceutical use.

The bacteria segment is expected to dominate the market, owing to the large-scale production of bacterial probiotics and their established benefits. However, the yeast segment is projected to experience robust growth, driven by increased awareness of the benefits of yeast-based probiotics and growing demand in gastrointestinal health applications.

### Segmentation by Application: A Diverse Range of Uses

Probiotics are used in a wide array of applications, from functional food and beverages to dietary supplements and animal nutrition. Each application offers unique growth opportunities, contributing to the overall expansion of the probiotics market.

**Functional Food and Beverages:** Probiotics have been incorporated into a wide range of functional food and beverage products, including yogurt, kefir, fermented milk, fruit juices, and snack bars. Consumers are increasingly seeking functional foods that not only satisfy their hunger but also offer health benefits. The rise of plant-based probiotic foods is also becoming a key trend, with non-dairy products like plant-based yogurts and fermented beverages gaining popularity among consumers seeking lactose-free or vegan options.

**Dietary Supplements:** Probiotic dietary supplements are a significant market segment, offering convenient and concentrated doses of beneficial microorganisms. These supplements are available in various forms, including capsules, tablets, powders, and liquid forms. With growing awareness about the role of gut health in overall wellness, the demand for probiotic supplements is increasing among consumers of all ages. Supplements are especially popular among individuals dealing with digestive issues, as well as those looking to maintain a healthy immune system and improve skin health.

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**Animal Nutrition:** Probiotics are increasingly being incorporated into animal feed to promote better digestion, improve immunity, and enhance overall animal health. The use of probiotics in livestock and poultry farming is expected to grow as a response to the rising demand for sustainable and healthy animal products. In aquaculture, probiotics are being used to improve water quality and promote fish health. The animal nutrition application is anticipated to expand as the global demand for animal-based products increases, and as livestock farming continues to embrace more sustainable practices.

**Others:** Probiotics are also used in cosmetics and personal care products due to their potential skin benefits. Probiotic-infused skincare products are gaining traction as consumers seek natural and science-backed ingredients to support skin health and microbiome balance.

The functional food and beverages segment leads the probiotics market, driven by the growing consumer preference for functional and fortified foods. Dietary supplements are also experiencing significant growth, particularly in regions with a strong wellness culture, such as North America and Europe.

#### Regional Insights: Global Probiotic Trends and Growth Opportunities

The global probiotics market is analyzed across key regions, including North America, Asia-Pacific, Europe, and the Rest of the World. Each region presents unique opportunities, driven by local consumer preferences, dietary habits, and healthcare trends.

**North America:** North America is a dominant region in the probiotics market, driven by a growing focus on health and wellness. The U.S. and Canada are significant contributors, with increasing consumer demand for functional food, beverages, and dietary supplements. The market is further supported by high awareness of probiotics and their health benefits, along with a strong presence of major probiotic brands.

**Asia-Pacific:** The Asia-Pacific region is expected to experience the highest growth in the probiotics market due to increasing urbanization, rising disposable incomes, and a growing interest in gut health. Countries like China, Japan, and India are witnessing a shift toward probiotic-rich foods and supplements. Additionally, traditional Asian fermented foods, such as kimchi, miso, and tempeh, are gaining popularity in the West, further expanding the market.

**Europe:** Europe holds a significant share of the probiotics market, driven by increasing consumer awareness about digestive health and immunity. The region is home to many well-established probiotic brands, and countries like Germany, the U.K., and France have strong consumer demand for both dairy-based and plant-based probiotics. The rise in veganism and plant-based diets is also contributing to the growth of plant-based probiotic products.

**Rest of the World:** In regions such as Latin America, the Middle East, and Africa, probiotics are gaining traction due to increasing healthcare awareness and the adoption of Western dietary habits. The growing middle class in these regions is contributing to higher demand for functional foods, supplements, and animal nutrition products.

## Key Market Drivers and Trends

Several factors are driving the growth of the probiotics market, including:

**Increasing Health Consciousness:** As consumers become more aware of the importance of gut health in overall well-being, the demand for probiotics is on the rise. Probiotics are being increasingly recognized for their ability to improve digestion, boost immunity, and support mental health.

**Growing Popularity of Functional Foods:** The growing trend of functional foods that offer added health benefits beyond basic nutrition is fueling the demand for probiotics. Consumers are looking for foods that enhance their health, making probiotics an appealing addition to their diets.

**Scientific Advancements:** Ongoing research into the health benefits of probiotics is driving market growth, with new probiotic strains being developed for a variety of health conditions, including gastrointestinal disorders, immune support, and even mental health.

**Animal Nutrition Demand:** The growing use of probiotics in animal feed to improve animal health, productivity, and sustainability is another key driver of market growth.

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## Market Outlook and Future Projections

The probiotics market is expected to continue expanding rapidly, with significant growth in both developed and emerging markets. The growing focus on gut health, the demand for functional foods, and the rising interest in plant-based and natural products are expected to contribute to the market's growth.

As the industry evolves, innovations in probiotic delivery systems, personalized nutrition, and the development of new probiotic strains will provide new growth opportunities. Probiotic-based products will continue to penetrate new categories, including skincare, pet food, and other wellness products, driving diversification and increasing the overall size of the market.

The Probiotics Market Research Report offers a detailed analysis of the industry's segmentation, regional trends, and market drivers. As consumer awareness about gut health continues to rise, the market is poised for significant growth. With applications spanning functional foods, dietary supplements, and animal nutrition, probiotics are at the forefront of the global health and wellness movement. This report provides valuable insights for businesses and investors seeking to capitalize on the growing demand for probiotics and navigate the dynamic market landscape through 2032.

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