

Global Probiotic Supplement Market to Surpass USD 23.87 Billion by 2034 Amid Rising Health Awareness

Probiotic Supplement Market to Witness Robust Growth Amid Rising Consumer Awareness and Demand for Digestive Health Solutions

NEWARK, DE, UNITED STATES, February 14, 2025 /EINPresswire.com/ -- The global [probiotic supplement market](#) is set for significant growth, with sales projected to reach USD 7.52 billion in 2024. Driven by increasing consumer demand for gut health solutions, the market is expected to expand at a CAGR of 11.2%, reaching USD 23.87 billion by 2034.

The Probiotic Supplement Market refers to the global industry focused on dietary supplements containing beneficial live bacteria and yeasts that promote gut health, immunity, and overall well-being. These supplements are widely consumed in various forms, including capsules, tablets, powders, and gummies.

Health-conscious consumers are increasingly recognizing the benefits of probiotic supplements in their daily lives. The market is set to expand, driven by growing online self-education and rising regional demand for preventive healthcare.

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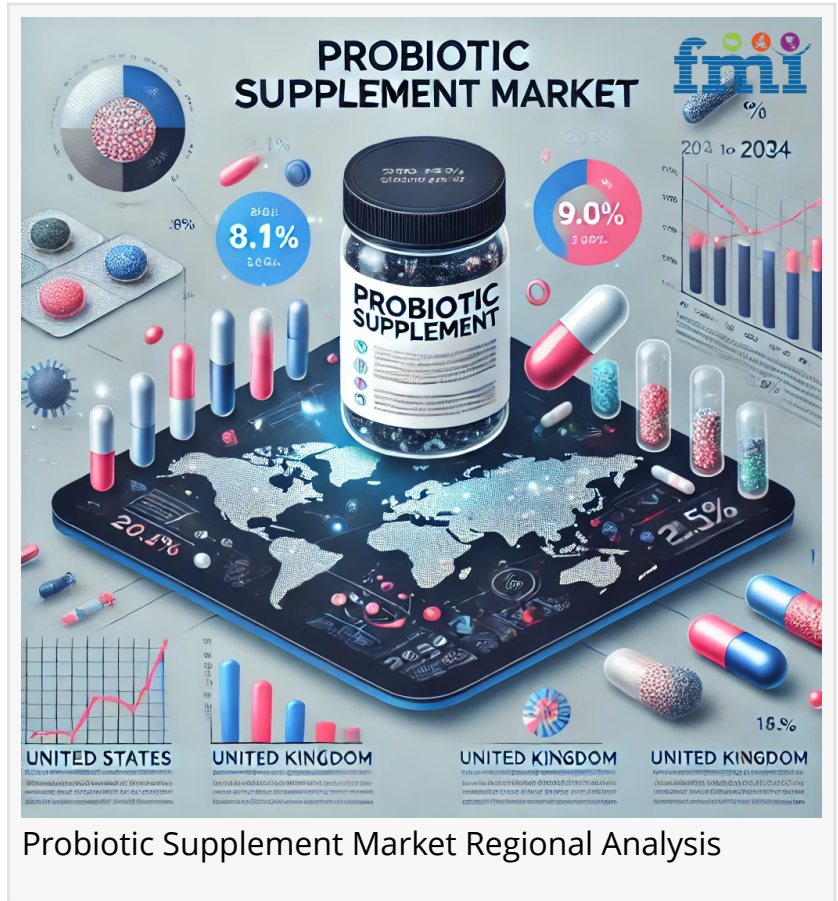
Supermarkets and hypermarkets remain key retail channels for protein-based probiotic supplements, offering accessibility and a diverse selection of brands. As consumers become



Probiotic Supplement Market

more selective in their choices, the availability of a wide range of products in these stores continues to fuel market growth.

“The global probiotic supplement market is projected to grow significantly, driven by increasing consumer awareness of gut health and immunity. Rising demand for functional foods and dietary supplements contributes to market expansion. Asia-Pacific is anticipated to dominate the market due to growing health-conscious populations and increasing disposable income. Key players focus on innovation, strategic partnerships, and expanding their global footprint to meet consumer demand.” - Future Market Insights



Key findings:

- The global probiotic supplement market is projected to grow significantly, driven by increasing consumer awareness of gut health and immunity.
- Rising demand for functional foods and dietary supplements contributes to market expansion.
- Asia-Pacific is anticipated to dominate the market due to growing health-conscious populations and increasing disposable income.
- Key players focus on innovation, strategic partnerships, and expanding their global footprint to meet consumer demand.

For more insights, visit <https://www.futuremarketinsights.com/reports/probiotic-supplements-for-kids-market>

Probiotic Supplement Market Regional Analysis (2024-2034)

United States: Steady Growth at 8.1% CAGR

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The United States is projected to witness a CAGR of 8.1% from 2024 to 2034, driven by increasing consumer demand for health-conscious products, technological advancements in food processing, and strong investments in research and development. The country's well-established market infrastructure and regulatory frameworks support sustainable growth across various

industries.

Brazil: Strong Expansion at 9.1% CAGR

Brazil is anticipated to grow at a CAGR of 9.1%, fueled by the rising adoption of functional foods, dietary supplements, and clean-label products. The country's expanding middle class and growing health awareness among consumers are significant drivers. Additionally, the government's focus on food security and agricultural innovations plays a vital role in market expansion.

United Kingdom: Robust Growth at 8.5% CAGR

The United Kingdom is expected to maintain a solid CAGR of 8.5%, supported by the increasing preference for organic and plant-based products. The market is also benefiting from stringent regulations promoting sustainability and clean-label ingredients. Innovations in personalized nutrition and fortified foods are contributing to the sector's growth.

China: Rapid Market Expansion at 9.0% CAGR

China is set to register a CAGR of 9.0%, driven by a booming middle-class population, increased consumer spending on health-oriented products, and government initiatives supporting nutrition-based programs. The expansion of e-commerce and digital health platforms is further boosting market penetration.

India: Leading the Growth with 12.6% CAGR

India is forecasted to experience the highest growth rate, with a CAGR of 12.6%. The market's expansion is attributed to rapid urbanization, rising disposable income, and a strong shift toward nutritional and wellness-based products. The increasing demand for plant-based, functional, and fortified foods, coupled with government policies promoting food security and local manufacturing, is significantly driving growth.

Probiotic Supplement Market Outlook

Probiotic supplement manufacturers are actively working toward expanding the market and innovating their products. Leading players are taking key steps to meeting needs of quality and convenience while maintaining a competitive price. Key companies are directed toward mergers & acquisitions, partnerships, and collaborations to expand their market reach.

Key Market Developments

- In 2023, Jarrow Formulas introduced Fem-Dophilus Advanced. This product is designed to provide complete support for vaginal, urinary tract, digestive, and immune system health benefits.
- In 2023, True Grace launched its new product line, True Littles. It targets the babies probiotic market. The product is formulated for kids & babies and has considerations based on their taste preferences and digestive health needs.
- In 2022, Kemin Industries introduced a probiotic solution called ENTEROSURE. It is a ground-breaking effort designed to help reduce the risk of diseases that spread in the intestines of

poultry and livestock.

Key players in the market:

- Culturelle (i-Health, Inc.)
- Align
- Billion Cheers (Fermentis Life Sciences Pvt Ltd)
- Digestive Advantage
- Garden of Life (Nestle SA)
- Spring Valley
- Now Foods
- Nature Made
- HUM Nutrition Inc.
- OLLY
- Ora Organics
- Natrol

For more information, visit:

<https://www.futuremarketinsights.com/industry-analysis/food-supplement-and-nutrition>

Key segments in the market:

By Application:

- Baby / Infant
 - o Digestive Health
 - o Metabolic Health
 - o Immune Support
 - o Others
- Women
 - o Digestive Health
 - o Gut Brain Axis
 - o Metabolic health
 - o Others
- Men
 - o Digestive Health
 - o Gut Brain Axis
 - o Metabolic Health
 - o Others
- Unisex
 - o Digestive Health
 - o Gut Brain Axis
 - o Metabolic Health
 - o Others

By Bacteria Type:

- Lactobacillus

- Streptococcus
- Bifidobacterium
- Bacillus coagulans
- Saccharomyces
- Lactococcus lactis

By Sales Channel:

- Hypermarkets / Supermarkets
- Specialty Stores
- E-commerce
- Drug Stores & Pharmacies
- Health & Wellness Stores
- Convenience Stores
- Departmental Stores
- Others

By CFU Count:

- Less than 1 Billion
- 1 Billion to 5 Billion
- 5 Billion to 10 Billion
- 10 Billion to 20 Billion
- 20 Billion to 30 Billion
- 30 Billion to 50 Billion
- More than 50 Billion

By Form:

- Tablets / Pills
- Capsules
- Liquid
- Powder
- Gummies / Chewable
- Lozenges
- Others (Gels, Soft Gels)

By Region:

- North America
- Latin America
- Europe
- East Asia
- South Asia
- Oceania
- Middle East and Africa

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Premium Alcoholic Beverages Market Trend Analysis:

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Adaptogen Drink Market Growth: <https://www.futuremarketinsights.com/reports/adaptogen-drink-market>

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