

Postbiotics Food Supplements Market Hits \$10.8M In 2023 To \$27.3M By 2031

Postbiotics Food Supplements Market grows with rising health awareness, scientific backing, and proven benefits, but faces regulatory challenges

AUSTIN, TX, UNITED STATES, May 26, 2025 /EINPresswire.com/ -- Postbiotics Food Supplements Market

Market Value and Growth Outlook

Over the last few years, the demand for postbiotic supplements has grown considerably. This is largely fueled by rising health awareness, a growing preference for clean-label ingredients, and increased understanding of the gut-brain connection. As of now, the global market for postbiotic supplements is witnessing healthy year-on-year growth and is forecasted to double its market value within the next decade.

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The U.S. Postbiotics Food Supplements Market is gaining traction as consumers seek gut and immune health solutions driven by scientific backing and expected to grow steadily through 2031.”

DataM Intelligence



The [Postbiotics Food Supplements Market Size](#) was valued at US\$ 10.8 million in 2023 and is projected to climb to US\$ 27.3 million by 2031, expanding at a compound annual growth rate (CAGR) of 10.5% throughout the forecast period.

The growth rate is anticipated to remain in double digits, backed by increasing investments in product development, expanding e-commerce channels, and the entry of new players offering innovative formulations. As consumers become more educated about the differences between probiotics, prebiotics, and postbiotics, this once-niche

category is evolving into a mainstream wellness solution.

Regional Outlook

North America

North America currently represents a significant portion of the global postbiotics market. The U.S. in particular has seen a sharp rise in supplement consumption as people seek natural solutions to chronic stress, sleep problems, and weakened immunity. The region also benefits from strong R&D infrastructure, which supports clinical validation and advanced formulation techniques.

Europe

European countries, especially in the western part of the continent, have also shown strong demand. Regulatory support for functional food claims and the growing popularity of personalized nutrition plans have driven adoption. Consumers are increasingly looking for alternatives to pharmaceuticals and are turning to natural, science-backed supplements such as postbiotics.

Asia-Pacific

The Asia-Pacific region is rapidly becoming the most dynamic and fastest-expanding market in this industry. Countries like Japan, South Korea, and India are witnessing growing demand for functional foods, and postbiotics are becoming a favored option. Japan, in particular, has a mature and innovation-driven food supplement market, making it a hotspot for advanced postbiotic products.

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Leading Companies

A number of established companies and startups are entering the postbiotics space. Many of them are focusing on developing targeted solutions, such as products aimed at stress relief, metabolic health, or gut microbiome balance.

Some are leveraging fermentation technologies to create shelf-stable formulations that maintain their benefits over time.

ADM

Cargill, Incorporated

ABbiotek Health

Tetra Pak International S.A.

DSM

AB-BIOTICS, SA

Sabinsa

Postbiotica Srl

Lesaffre

Lactobio A/S

Market Segmentation:

By Type:

Includes short-chain fatty acids, lipopolysaccharides, exopolysaccharides, enzymes, cell wall components, and various other categories.

By Form:

Available in different formats such as capsules and tablets, liquids, powders, and additional variants.

By Application:

Used for digestive wellness (supporting gut microbiota balance, aiding digestion, relieving constipation, reducing bloating, and more), immune health, skin care, weight control, sports performance, and mental well-being (including sleep, cognitive function, mood regulation, depression relief, general vitality, and others).

By Distribution Channel:

Sold through multiple retail avenues including supermarkets and hypermarkets, pharmacies and drugstores, convenience shops, e-commerce platforms, and alternative sales channels.

Recent Developments:

In February 2024, Kerry Group introduced Plenibiotic, a rice-based postbiotic formulated using *Lactobacillus*. Designed for use in both human and pet supplements, it is backed by research highlighting its benefits for digestive and skin health. Plenibiotic stands out for its stability under different temperatures and conditions, maintaining efficacy and shelf life even at low dosages.

In October 2023, Tetra Pak joined forces with AB Biotek to launch a range of advanced postbiotic food products. Offered in powder form, these postbiotics can be easily integrated during the mixing phase of Ultra High Temperature (UHT) processing. This makes them suitable for a wide range of products such as dairy foods, beverages, ice cream, and cheese.

Latest News of USA

In the United States, the focus on mental wellness and stress relief has elevated the role of postbiotics. New formulations targeting mood balance, sleep improvement, and immune defense are being introduced at an increasing pace. Brands are investing in clinical studies to demonstrate the efficacy of their postbiotic blends, especially those that can serve as alternatives to traditional supplements.

Retailers and e-commerce platforms in the U.S. are also giving postbiotic products more visibility,

including them in immunity-focused product bundles or wellness kits. With the trend of personalized nutrition catching on, several U.S.-based startups are integrating postbiotic options into DNA-based or microbiome-based supplement plans.

Latest News of Japan

Japan remains a hub for ongoing innovation in the functional foods sector. Postbiotics are being incorporated into daily consumables like teas, fermented beverages, and even dairy alternatives. Japanese consumers, already well-versed in the benefits of probiotics, are embracing postbiotics as a convenient and effective option that doesn't require refrigeration or strict storage conditions.

In recent developments, a number of wellness companies in Japan have launched capsule-based and tablet-based postbiotic products tailored for specific demographic groups such as the elderly or working professionals who face issues like fatigue, poor digestion, or lowered immunity. Clinical research from Japanese labs is also contributing to global understanding of how postbiotics influence inflammation and gut health.

Conclusion

The Postbiotics Food Supplements Market is growing rapidly across the globe, fueled by shifting consumer preferences, rising health consciousness, and advances in biotechnology. With strong regional momentum in North America and Asia-Pacific, especially the U.S. In Japan, the market is projected to maintain its growth momentum. As more people seek natural and science-based wellness solutions, postbiotics are poised to become a staple in daily nutrition and preventive healthcare routines.

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