

# U.S. Infant and Kids Probiotics Market Trends, Challenges & Strategies, Growth Forecast to 2032 | At a CAGR of 9.1%

*Market has experienced significant growth, primarily fueled by increasing parental awareness regarding importance of gut health in children's overall well-being*

WILMINGTON, DE, UNITED STATES, June 24, 2025 /EINPresswire.com/ -- [U.S. infant and kids probiotics market size](#) was valued at \$159.24 million in 2022 and is projected to reach \$370.89 million by 2032, registering a CAGR of 9.1% from 2023 to 2032.



Probiotics are dietary supplements containing live microorganisms that support the body's natural microflora, promoting overall health and wellness. These beneficial microbes help in preventing conditions such as diarrhea, eczema, and colic. In the U.S., consumer attitudes toward children's health are increasingly open to alternative therapies, including probiotics. Although the country hosts numerous small probiotic distributors, it has a limited number of fermentation facilities. Commonly available probiotic strains in the U.S. include Lactobacillus, Bifidobacterium, Streptococcus, and Saccharomyces boulardii.

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A key driver of the U.S. infant and kids probiotics market is the growing adoption of probiotic-fortified baby food. As parents place greater emphasis on early childhood nutrition and gut health, they are increasingly turning to products that support digestive function and immune health from an early age. These fortified foods provide a convenient way to introduce beneficial bacteria into children's diets.

Manufacturers are responding by incorporating probiotics into a variety of baby food products, such as infant cereals and formulas. For example, Gerber Products Company offers a range of probiotic-enriched options, including oatmeal banana probiotic cereal and power blend variants

with lentils, carrots, peas, and apples. This innovation reflects the rising demand for diverse probiotic offerings tailored to infants and children. However, the market faces challenges due to limited clinical evidence supporting the safety and efficacy of probiotics in pediatric populations. The lack of pediatric-specific clinical trials leads to hesitation among parents and healthcare providers, who rely on scientific validation to make informed decisions. This uncertainty reduces the willingness to integrate probiotics into children's daily health routines.

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In addition, the FDA has raised concerns about the safety of certain probiotic products used in neonatal care. For example, in 2023, a probiotic supplement intended to prevent necrotizing enterocolitis in infants was linked to serious complications, including one death and multiple adverse events. These incidents have heightened caution among both healthcare professionals and caregivers, further restraining market growth. Despite these concerns, the rise in online retail availability presents a significant opportunity for market expansion. Leading U.S. pharmacy chains like CVS Health, Walgreens, Walmart Pharmacy, Rite Aid, and Kroger offer both online and offline access to a wide range of infant and child-specific probiotic products. Online platforms provide convenience, enabling busy parents to purchase probiotics without visiting stores physically.

Moreover, access to detailed product reviews and information online empowers parents to make informed decisions about which probiotic supplements are best suited for their children. This ease of access and information transparency is helping to drive growth in the U.S. infant and kids probiotics market, with online sales channels playing a critical role in shaping consumer trends.

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The U.S. infant and kids probiotics market analysis is done on the basis of age group, form, and distribution channel. By age group, the market is categorized into baby/infant and kids. Depending on form, it is classified into liquid, powder, chewable, and others. On the basis of distribution channel, it is segregated into retail pharmacies/drug stores, departmental stores, supermarket/hypermarket, and e-commerce.

The major players operating in the U.S. infant and kids probiotics are Gerber Products Company, BioGaia, i-Health, Inc, Church and Dwight Co., Inc., LoveBug Nutrition, NOW Foods, Mama's Select, Metagenics, Zarbees, Inc., and Hyperbiotics.

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