

# Probiotic Foods in US & Canada Market Size, Key Players & Emerging Opportunities 2025

*US & Canada probiotic food market grows as consumers embrace gut health, functional foods, and innovative dairy & plant-based options.*

AUSTIN, CA, UNITED STATES, August 13, 2025 /EINPresswire.com/ -- Market Overview

The US & Canada probiotic food market is rapidly expanding, driven by rising consumer interest in gut health and immunity.

Products like yogurt, kefir, and plant-based alternatives are seeing strong demand due to their functional and convenient benefits.

## Market Size and Growth

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US & Canada probiotic food market hits \$9.46B in 2023, set to reach \$13.30B by 2027, fueled by rising gut health awareness & demand for functional foods.”

*DataM Intelligence*



US and Canada probiotic food market

In 2023, the [US and Canada probiotic food Industry](#) was worth about \$9.46 billion, and it's set to grow to around \$13.30 billion by 2027, rising at roughly 9% a year from 2024 to 2027

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## Market Drivers & Opportunities

1. **Surging Health & Wellness Trends:** Post-pandemic, consumers increasingly prioritize health; functional foods delivering gut health benefits are gaining wide acceptance, especially those with minimally processed, natural ingredients.

2. Innovation in Formats: There's a clear shift from traditional probiotic supplements to diversified formats like yogurt, drinkable probiotics, fortified ice creams, and novel fermented products catering to convenience and taste.

3. High-Protein Dairy Renaissance: In 2024, the organic dairy sector in the US surged nearly 10%, with probiotic-rich products like kefir and probiotic ice creams becoming mainstream. This reflects a renewed consumer interest in dairy as both nutritious and functional.

Expanded Vegan & Plant-Based Alternatives: The plant-based probiotics market in the US is experiencing considerable momentum, propelled by clean-label and vegan dietary trends.

#### Regional Analysis:

1. United States: Dominates the regional space, outperforming global peers; the US probiotics market recorded nearly US\$ 19.74 billion in food & beverages in 2023 and is expected to grow to US\$ 47.2 billion by 2030, led predominantly by the probiotic food and beverage segment.

2. Canada: A smaller, yet fast-growing market valued at around US\$ 2.54 billion in 2023 with expectations to reach US\$ 6.02 billion by 2030, also led by probiotic-enriched food and beverages.

#### Key Players

PanTheryx, Inc.  
LoveBug Probiotics.  
EquiLife, Inc  
DrFormulas  
NOW Health Group, Inc.  
Vital Nutrients(RHG & Company, Inc.)  
ProHealth, Inc.  
Procter & Gamble  
The Clorox Company  
Pharmavite LLC  
BIOHM Health LLC  
Church & Dwight Co., Inc.  
i-Health, Inc.  
WN Pharmaceuticals Ltd.  
New Roots Herbal Inc.  
Living Alchemy Ltd.  
Genuine Health Inc.  
Jamieson Wellness Inc.  
Organika Health Products  
R&J Nutritionals O/A Vitatree

## Market Segmentation:

By Ingredient: Lactobacillus, Streptococcus, Bifidobacterium, Others

By Dosage: Tablet, Capsules, Liquid, Powder, Others, Chewables & Gummies, Soft Gels, Others

By Application: Gastrointestinal Health, Gut Microbiota/Microbiome Balance, Digestion, Constipation, Bloating, Diarrhea, Leaky Gut, Inflammation, Immune System, Others, Gluten sensitivity, Abdominal Pain, GERD/Helicobacter pylori, Antibiotic-Associated Diarrhea/Post-Antibiotic Treatment, Gut Flora/Gut Microbiome Restoration, Others, Vaginal Health, Urinary Tract Health, Kidney Stones, UTIs, Others, Oral Health, Anti/Healthy Ageing, Allergies/Asthma, Bone & Joint Health, Osteoarthritis, Osteoporosis/Low Mineral Bone Density, Inflammation, Brain/Mental Health, Sleep, Cognition, Mood, Depression, Focus, Cardiovascular Health, Circulation, Energy/Fatigue Reduction, Metabolic Syndrome/Blood Glucose, Liver Health, Energy, Immunity/Respiratory Infections, Nutrient Absorption, Skin-Hair-Nails, Atopic Dermatitis & Eczema, Acne, Rosacea, Hair Growth/Hair Loss, Skin Microbiome, Others, Sports, Women's Health, Fertility, Menopause, Pregnancy, Pcos, Vaginal Health & Health Vaginal Microbiome, Vaginal Infections (Bv/Vvc) , Pregnancy Outcomes, Others, Men's Health & Men's Fertility, Weight Management, Pediatric Health, Colic, Constipation, Regurgitation, Atopic Dermatitis

By Age: Infant, Children, Adults, Seniors

By Distribution Channel: Supermarkets/Hypermarkets, Pharmacies and Drug Stores, Convenience Stores, Online Retailers, Other Distribution Channels

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## Recent Developments

### United States

2024: The organic dairy segment grew nearly 10%, with standout launches such as mint-chocolate cookie probiotic ice cream and pistachio-flavored kefir highlighting a blend of indulgence and functional health in product innovation.

2025: Probiotic-rich dairy is now at the forefront of wellness food culture. High-protein, minimally processed products like kefir and probiotic-enriched yogurts have gained widespread popularity, aligning with consumers' craving for natural gut-health solutions.

### Japan

2024: The Japanese interest in probiotic functional drinks saw notable growth, with markets like kombucha and yogurt-based beverages gaining traction; the broader Asia-Pacific region accounted for 37.8% of global probiotic food revenue in 2024.

2025: Japanese consumers continue prioritizing preventive care; expanded formats and innovative probiotic strains are being incorporated into everyday food items, such as fortified yogurts and ready-to-drink beverages, reflecting growing demand for wellness-oriented nutrition.

## Conclusion

The US and Canada Probiotic Food Market is thriving, driven by health-conscious consumption, product innovation, and renewed appreciation for both traditional and plant-based functional foods. With steady growth projected through 2027 and beyond, stakeholders have significant opportunity to capitalize on trends such as high-protein probiotic offerings, clean-label formulation, and rapid adoption in mainstream retail. As both markets evolve, cross-market learnings such as Japan's emphasis on daily preventive wellness offer valuable strategic insights.

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