

Gut Health Probiotic Supplements Market Size, PDF, Report to Hit \$10.4Bn by 2031

Gut Health Probiotic Supplements Market to reach \$10.4Bn by 2031, driven by rising wellness trends and digestive health focus

AUSTIN, CA, UNITED STATES, August 22, 2025 /EINPresswire.com/ -- Market Size and Growth

The worldwide market for [gut health probiotic supplements market](#) was valued at roughly USD 4.8 billion in 2023 and is projected to nearly double, reaching about USD 10.4 billion by 2031. This expansion reflects a steady annual growth rate of nearly 11.1% between 2024 and 2031



To Download Sample Report: <https://www.datamintelligence.com/download-sample/gut-health-probiotic-supplements-market>

“

The U.S. gut probiotic supplements market is surging as consumers prioritize gut health, driving strong demand in the \$10.4Bn global industry”

DataM Intelligence 4Market Research LLP

Market Drivers & Opportunities

Health Awareness is booming: People increasingly recognize the central role of gut health in immunity, mood, digestion, and more driving strong demand for probiotic solutions.

Functional and Clean-Label Trends: Consumers favor products that are plant-based, dairy-free, and transparently formulated prompting more innovative,

allergen-friendly options.

Personalized Nutrition is gaining ground: Customized probiotic blends and digital gut-testing integrations are reshaping how products are tailored and marketed.

Formulation Innovation: Delivering probiotics via capsules, powders, gummies, drinks, and even snack formats is making supplementation easier and more appealing across demographics.

Geographical Share

North America leads adoption thanks to advanced healthcare, high consumer awareness, and a booming e-commerce ecosystem.

Asia-Pacific notably Japan, China, and India is the fastest-growing region, driven by rising wellness trends, aging populations, and strong cultural foundations in fermented health solutions.

Europe maintains solid growth, balancing regulatory rigor with clean-label and scientifically validated product innovation.

Key Players

The Good Bug

Zeroharm Sciences Private Limited

Menoveda Life Sciences Private Limited

Unique Biotech Limited

Projoy Pvt Ltd

Nature's Bounty

Hyperbiotics

Advanced Vital Enzymes Private Ltd

Wren Laboratories Ltd

Nordic Naturals

Market Segments:

By Strain: (Lactobacillus, Bifidobacterium, Streptococcus, Other)

By Form: (Tablet, Capsules, Liquid, Powder, Others)

By Distribution Channel: (Pharmacies/Drugstores, Specialty Stores, Online Retail, Other)

By Age Group: (Children, Adults, Seniors)

By Application: (General Digestive Health, Specific Health Conditions, Others)

By Region: (North America, Latin America, Europe, Asia Pacific, Middle East, and Africa)

Buy Now 360° Market Intelligence: <https://www.datamintelligence.com/buy-now-page?report=gut-health-probiotic-supplements-market>

Recent Developments

United States

2024: A leading supplement brand unveiled a new line combining probiotics, prebiotics, and fiber designed for daily gut and immune support in convenient, science-backed formulas.

2025: Growing market momentum was marked by personalized probiotic offerings, clean-label launches, and increased digital engagement through online health platforms.

Japan

2024: Japan's probiotic sector continued evolving with high awareness among its aging population, driving demand for immune- and digestion-focused formulations tailored to seniors.

2025: The Japanese market expanded further, with a projected 15% annual growth, as manufacturers introduced innovative formats and localized strains to meet traditional wellness preferences and scientific standards.

Conclusion

The gut health probiotic supplements market is on a powerful upward trajectory. Driven by deepening public interest in holistic health, technological innovation in personalization, and rising functional foods, the sector offers dynamic growth potential. Companies that emphasize clinical credibility, clean-label transparency, and regional relevance are best positioned to thrive in this evolving landscape.

Most Trending Related Reports

[Probiotic Infant Formula Market](#)

[Vegan Supplements Market](#)

Request 2 Days Free Trials with DataM Subscription Services:

<https://www.datamintelligence.com/reports-subscription>

Power your decisions with real-time competitor tracking, strategic forecasts, and global investment insights all in one place.

- Competitive Landscape
- Sustainability Impact Analysis
- KOL / Stakeholder Insights
- Unmet Needs & Positioning, Pricing & Market Access Snapshots
- Market Volatility & Emerging Risks Analysis
- Quarterly Industry Report Updated
- Live Market & Pricing Trends
- Import-Export Data Monitoring

Have a look at our Subscription Dashboard: <https://www.youtube.com/watch?v=x5oEiqEqTWg>

Sai Kiran

DataM Intelligence 4Market Research LLP

877-441-4866

sai.k@datamintelligence.com

Visit us on social media:

[LinkedIn](#)

[X](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/842120625>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.