

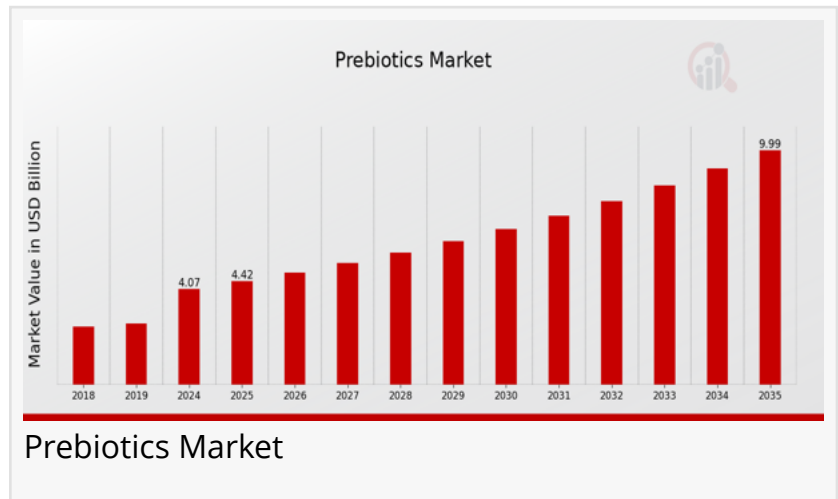
# Prebiotics Market: A Transformational Growth Story Fuelled by Health Trends, Innovation & Expanding Applications

*Prebiotics Market Research Report by Source, By Form, By Application, By End Use and By Regional - Forecast to 2035*

NEW YORK, NY, UNITED STATES,  
September 7, 2025 /EINPresswire.com/  
-- [Prebiotics Market](#) Overview

The global Prebiotics Market—valued at USD 3.75 billion in 2023 and projected to grow to USD 10 billion by 2035—is poised for an impressive

CAGR of 8.51% during 2025–2035. This strong performance is powered by rising consumer focus on gut health, increasing demand for functional foods, advances in R &D, and expanding applications across food, personal care, nutraceuticals, and animal feed.



## Industry Developments & Competitive Landscape

Major players are actively expanding product lines and forging strategic partnerships:

Cargill introduced a chicory-root fiber prebiotic line in August 2023, reinforcing its fiber solutions portfolio.

DuPont followed with an expanded prebiotic portfolio in July 2023, tailored for functional food applications.

Kerry Group partnered with BioCare Copenhagen in June 2023 to co-develop prebiotic ingredients for dietary supplements.

Friesland Campina has strategically acquired innovative prebiotic technologies to enhance its dairy offerings.

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Key Market Participants: Cargill, ProbioFerm, Fiberstar, Eligo Bioscience, Dupont, Kerry Group, Ingredion, Nutraceutical International, Bifidobacterium, Tate & Lyle, FrieslandCampina, Ginkgo BioWorks, BioCare Copenhagen, Probi, Kraft Heinz.

The Global Prebiotics Market stands at a pivotal point—anchored in a growing health-centric consumer mindset, robust functional food demand, diversified product forms, and vigorous R &D activity. As the market races toward its USD 10 billion forecast by 2035, stakeholders who can navigate regulatory complexity, deliver innovation, and educate consumers will lead the next wave of growth.

## Market Segmentations

The report details five key dimensions of the Prebiotics Market:

Source: Includes Plant-based, Animal-based, and Microbial-derived prebiotics. In 2024, plant-based sources accounted for approximately USD 1.5 billion, poised to grow to USD 3.7 billion by 2035; animal-based sources are projected to rise from USD 0.67 billion to USD 1.5 billion; microbial-derived sources, the largest in 2024 at USD 1.9 billion, are expected to reach USD 4.8 billion.

Form: The market is structured around form factors—Powder, Liquid, Capsules, and Tablets. Powders dominate due to their versatility, while liquids appeal for their convenience. Capsules and tablets remain popular for precise dosing and shelf stability.

Application: Segmented into Functional Foods, Dietary Supplements, Nutraceuticals, and Animal Feed. Functional foods and supplements lead the charge as consumers seek gut-friendly options. Nutraceuticals support preventive health, and animal feed ensures livestock wellness and food security.

End Use: Covers Food & Beverage, Pharmaceuticals, and Personal Care. Food & Beverage remains the largest segment, followed by pharmaceuticals in digestive-health solutions, and personal care, where prebiotics are increasingly incorporated for gut-skin health synergies.

Regional Outlook: North America led with USD 0.883 billion in 2024, expected to rise to USD 2.647 billion by 2035. Europe sits close behind at USD 0.963 billion in 2024, growing to USD 2.997 billion, while Asia-Pacific is fast-emerging—from USD 1.445 billion in 2024 to USD 2.847 billion. South America, and Middle East & Africa also show steady, albeit smaller, growth trends.

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## Key Trends & Industry Highlights

Surging Gut Health: Awareness Nearly 70% of consumers globally now seek products that

support digestive health—an interest amplified by rising prevalence of IBS and other digestive disorders. Public health bodies like the WHO promote prebiotics as part of healthy diets.

Functional Food Momentum: Consumers increasingly gravitate toward foods delivering benefits beyond basic nutrition—functional foods enriched with prebiotics are in high demand.

Plant-based Diet Tailwinds: Growing appetite for plant-based solutions fuels demand for natural prebiotic ingredients such as inulin and chicory root extracts.

Digital Retail & Pet Nutrition Emergence: The online retail boom has widened reach for prebiotic products, while incorporation into pet nutrition adds a novel growth vector.

Capitalizing on R&D: A 25% rise in prebiotic-related patent filings over the past five years showcases intense innovation. Collaboration between industry and academia is accelerating developments across applications, including mental and metabolic health.

## Market Drivers

Enhanced consumer understanding of prebiotic health benefits and preventive wellness demands.

Rising popularity of functional foods as elements of healthier lifestyles.

R&D investments driving innovation in formulations, sources, and new delivery forms.

Increased availability through e-commerce and targeting of pet nutrition segment.

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## Challenges

Regulatory Hurdles & Ingredient Approval: Differentiating between structure-function and health claims varies by geography, complicating formulation approvals and marketing compliance.

Raw material volatility & supply chain fragility: Sourcing plant-based or microbial ingredients can be impacted by agricultural conditions, cost fluctuations, and logistical issues.

Consumer Scepticism & Education Gap: Despite growing awareness, some consumers remain unaware or doubtful of prebiotics' benefits—underscoring the need for clear communication and validation.

Competition & Market Saturation: As more brands launch prebiotic offerings, differentiation through innovation and efficacy becomes ever more critical.

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