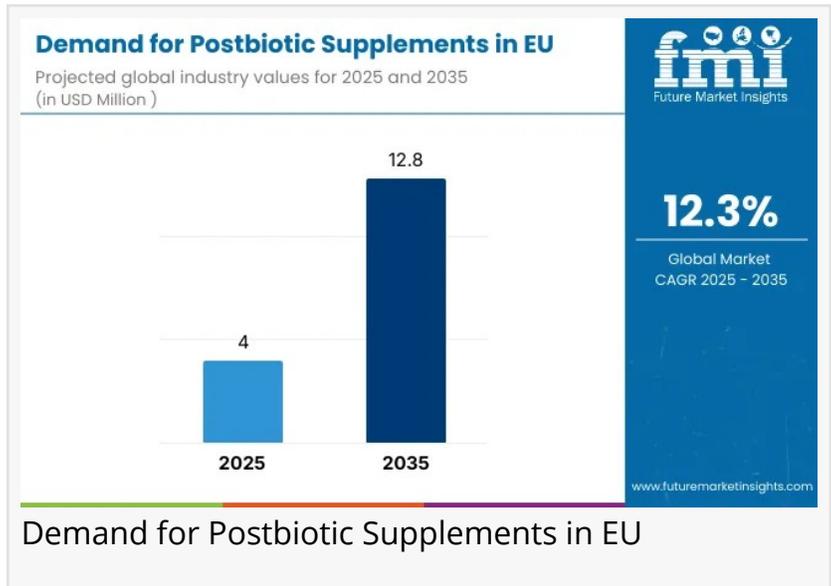


# Postbiotic Supplements – Top Europe Trends in 2026

*EU postbiotic supplements market is driven by rising gut-health awareness, scientific validation, and growing pharmaceutical-grade innovation.*

NEWARK, DE, UNITED STATES,  
November 18, 2025 /

EINPresswire.com/ -- The [EU postbiotic supplements industry](#) is entering a high-growth phase, with market value projected to rise from USD 4.0 million in 2025 to USD 12.8 million by 2035 at a CAGR of 12.3%. Growth is primarily driven by increasing recognition of metabolite-based benefits, strong scientific validation, and expanding applications across digestive, immune, and metabolic wellness.



Future Market Insights highlights that the industry is set to grow 3.2X over the next decade, supported by rapid developments in microbiome science, rising healthcare practitioner adoption, and the shift toward stability-enhanced gut health solutions that go beyond traditional probiotics.

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## Rising Demand Anchored in Scientific Advancement

Between 2025 and 2030, EU postbiotic supplements demand is expected to rise from USD 4.0 million to USD 7.1 million, accounting for more than one-third of the decade's value expansion. This momentum is shaped by increasing clinical evidence supporting postbiotics' targeted, metabolite-driven actions and heightened consumer awareness of non-live alternatives that eliminate the instability concerns of probiotics.

From 2030 to 2035, the industry is projected to add USD 5.7 million in new sales as postbiotics

achieve mainstream acceptance. Integration into functional foods, beverages, and condition-specific formulas will accelerate category expansion across European markets.

Between 2020 and 2025, the industry recorded a healthy 12.6% CAGR, supported by early research breakthroughs, increasing commercialization of heat-killed bacterial components, and foundational consumer education around metabolite-based benefits.

### Why Demand Is Surging

The shift toward next-generation gut health solutions continues to reshape consumer preferences. Modern buyers increasingly understand that microbial metabolites, not live bacterial counts, often drive health responses—boosting trust in standardized, stable postbiotic formulas.

Key growth drivers include:

- Advanced microbiome research clarifying metabolite mechanisms
- Higher safety and stability standards supporting vulnerable populations
- Strengthening regulatory frameworks defining postbiotic categories
- Clinical evidence validating benefits for gut barrier function, inflammation control, and pathogen inhibition

### Segmental Insights

The market is segmented by product form, distribution channel, and country.

#### Capsules & Tablets Hold 46.0% Share in 2025

Capsules and tablets remain the preferred format due to their precision dosing, stability advantages, and strong consumer familiarity. Though projected to soften to a 42.0% share by 2035, the segment will continue to dominate pharmaceutical and nutraceutical shelves. Advanced delivery innovations such as enteric coatings and delayed-release systems reinforce segment leadership.

#### Drug Stores Command 67.0% of 2025 Sales

Drug stores remain the most trusted channel for emerging supplement categories, accounting for 67.0% of EU postbiotic sales in 2025. Pharmacist-driven recommendations, evidence-based selection processes, and in-store education programs directly support product uptake. The channel is expected to moderate to 59.0% by 2035 as supermarkets and online platforms expand their assortments.

### Industry Dynamics: Drivers, Restraints & Trends

Rapid validation of metabolite-based therapeutics and rising microbiome literacy continue to push category adoption. However, the industry must address challenges such as ingredient standardization, consumer education gaps, and evolving regulatory guidance on health claims.

#### Key Trends:

- **Metabolite Standardization Technologies:** Manufacturers are developing high-precision postbiotic preparations using metabolomics, mass spectrometry, and bioactivity assays to ensure consistency and therapeutic reliability.
- **Precision Fermentation:** Bioreactor-controlled production enables optimized metabolite profiles, reduced costs, and improved scalability.
- **Condition-Specific Formulations:** Companies are designing targeted products for IBS, immune dysfunction, and metabolic disorders, enhancing differentiation and premium positioning.

#### Country-Wise Revenue Outlook

The EU market will triple by 2035, with growth rates varying across major economies.

- **Netherlands (14.2% CAGR):** Leads Europe with cutting-edge microbiome research, high consumer scientific literacy, and strong biotech capabilities.
- **Spain (13.8% CAGR):** Rapidly expanding health and wellness culture drives strong market penetration.
- **Italy (13.1% CAGR):** Wellness-oriented consumers and robust pharmacy networks boost demand.
- **Germany (11.8% CAGR):** Maintains highest value share (37.5%), supported by sophisticated pharmaceutical infrastructure.
- **France (11.6% CAGR):** Pharmacy-dominant structure and strong practitioner endorsement drive uptake.
- **Rest of Europe (12.8% CAGR):** Scandinavian and Eastern European markets show rising long-term potential.

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#### Competitive Landscape

The EU market remains highly fragmented, with innovation-driven companies competing through clinical validation, proprietary metabolite development, and partnership-led distribution expansion.

#### Key Players:

POSTBIOTICA SRL □ Designs for Health □ Cerbios-Pharma SA □ ADM Protexin □ Morinaga Milk Industry Co., Ltd. □ Mycology Research Laboratories □ Deerland Probiotics & Enzymes □ Sabinsa Corporation □ IFF Health □ Chr. Hansen □ Others

POSTBIOTICA SRL leads with an 18.0% share, backed by deep scientific expertise and proprietary metabolite technology. Designs for Health follows with 12.0% share, leveraging strong healthcare practitioner relationships and clinically aligned formulations.

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