Probiotic Products – A Global Market Overview

The report reviews, analyzes and projects the global market for Probiotic Products for the period 2010-2020

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SUMMARY

Increased demand for probiotics on a global basis can be attributed to a number of factors. The vibrancy and innovativeness in the market for functional foods, beverages and dietary supplements is being propelled by greater awareness about the role of microorganisms in promoting good health, sustained clinical research and the utility probiotics can offer. Worldwide, demand for probiotics has been on an upswing, with a study confirming that 19% of respondents in the US claiming to have digestive concerns consuming probiotics in one form or the other. Even more crucial is the fact that 7% of the consumers who have not had digestive problems have reported taking probiotics. Primary benefactors of this trend have been the functional food/beverage and supplement markets, with recent times witnessing a slew of product launches and increased sales.

A major driver propelling demand for probiotics has been that though their attractiveness encompasses a broad and ever-expanding demographic, women, in particular, are seen as being the principal force behind growth. Female consumers are influencing buying decisions for probiotics to maintain their families’ health and the high level of interest in digestive health ranges all the way from Baby Boomers to Millennials. A greater number of studies being published as to the beneficial effects of probiotics have increased awareness among consumers in regard to the benefits of these beneficial bacteria, more so for supporting children’s health and women’s health. Research has indicated that the use of supplements among women is marginally higher than men in virtually all categories of specialty supplements, apart from sports performance. Women tend to gravitate towards supplements that help in maintaining immunity, energy, bone health, mental functions and sleep, with immunity for their children topping the list.

The report reviews, analyses and projects the Probiotics market for global and the regional markets including North America, Europe, Asia-Pacific and Rest of World. The regional markets further analyzed for 14 independent countries across North America – Canada, Mexico and the United States; Europe – France, Germany, Italy, Spain, Sweden, Russia, the United Kingdom; Asia-Pacific – China, Japan, India, South Korea.

The market for Probiotic products analyzed in this study includes Probiotic Foods & Beverages, Probiotic Supplements and Probiotic Animal Feed. The report analyses the market in terms of market value. North America is projected to be the fastest growing market for probiotic products with a CAGR of 11.4% during the analysis period 2015-2020. Asia-Pacific is estimated the largest market in 2015 with US$15 billion and is expected to touch US$16.3 billion in 2016.

The study includes 94 charts (includes a data table and graphical representation for each chart), supported with meaningful and easy to understand graphical presentation, of the market. The statistical tables represent the data for the global market value in USD by geographic region and product type. The brief business profiles of 27 key global players and 31 major players across North America – 13; Europe – 12; and Asia-Pacific – 6 are included in the report. The report also includes the list of companies engaged in production and supply of probiotic ingredients, probiotic supplements, probiotic animal feed and probiotic foods & beverages. The list covers the address, phone numbers and web addresses of 144 companies.

Global Probiotics Market Overview (2010-2020) in USD Million
**SAMPLE COMPANY PROFILE**

**BIOGAIA AB (SWEDEN)**
SE 103 64 Stockholm
Sweden
Phone: +46 (0)8 555 293 00
Fax: +46 (0)8 555 293 01
E-mail: info@biogaia.se
www.biogaia.com

**Business Overview**
Stockholm, Sweden based health care company Biogaia AB was established in 1990 and is engaged in development, marketing and distribution of probiotic products. The company’s product development and departments for production and quality control are based in Lund. The products contain the company's patented probiotic bacteria Lactobacillus reuteri protectis.

BioGaia’s products are sold in 80 countries worldwide. Europe is the largest market and accounts for around 70 per cent of sales. Italy is the major market in terms of sales, followed by Finland, Japan and South Africa. In Italy, Finland and South Africa, the products are sold under the partners’ brands, since sales of these products were started before BioGaia established its own brand. Of the partners added after 2006, most use the BioGaia brand or a combination of their own and BioGaia’s brand. Today, BioGaia-branded products are sold in close to 50 countries.

**Product Portfolio**
The company offers probiotic dietary supplements in different formulations and the entire products feature Lactobacillus reuteri protectis, a patented probiotic bacteria of the company.

<table>
<thead>
<tr>
<th>Product</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>BioGaiaProTectis Drops</td>
<td>Dietary supplement for children</td>
</tr>
<tr>
<td>BioGaiaProTectis Drops D3</td>
<td></td>
</tr>
<tr>
<td>BioGaiaProTectis Chewable</td>
<td>Adult’s Dietary supplement for digestive health</td>
</tr>
<tr>
<td>Tablets</td>
<td></td>
</tr>
<tr>
<td>BioGaiaProTectis ORS</td>
<td>Oral rehydration probiotic supplement</td>
</tr>
<tr>
<td>BioGaiaProDentis Lozenges</td>
<td>Dietary supplement for Adult</td>
</tr>
<tr>
<td>BioGaiaGastrus</td>
<td>A combination of Lactobacillus reuteri Protectis and the anti-inflammatory strain Lactobacillus reuteri ATCC PTA 6475</td>
</tr>
<tr>
<td>BioGaiaProTectis Straw</td>
<td>Dietary supplement in beverage form</td>
</tr>
</tbody>
</table>

*more*
### TABLE OF CONTENTS

#### PART A: GLOBAL MARKET PERSPECTIVE

1. INTRODUCTION
   - 1.1 Product Outline
   - 1.1.1 What are Probiotics?
   - 1.1.2 Foods Containing Natural Probiotics
   - 1.1.3 Health Benefits of Probiotics
   - 1.1.4 Other Health Benefits
   - 1.1.5 Women's Health
   - 1.1.6 Men's Health
   - 1.1.7 Other Health Benefits
   - 1.1.8 Side Effects of Probiotics
   - 1.1.9 Types of Probiotics
   - 1.1.9.1 Commercially Used Probiotic Species
   - 1.1.9.2 Lactobacillus
   - 1.1.9.3 Bifidobacteria
   - 1.1.9.4 Saccharomyces boulardii
   - 1.1.9.5 Streptococcus thermophilus
   - 1.1.9.6 Enterococcus faecium
   - 1.1.9.7 Leuconostoc

2. PROBIOTIC APPLICATIONS - A GLOBAL SNAPSHOT

   - 2.1 Probiotic Functional Foods & Beverages
   - 2.1.1 Global Market Snapshot
   - 2.1.2 Drinkable Fresh Milk and Fermented Milks
   - 2.1.3 Nondairy Based Probiotic Products
   - 2.1.4 Specialty Nutrients
   - 2.1.5 Other Dairy Based Products
   - 2.1.6 Cereal-Based Probiotic Products
   - 2.1.7 Fruit-Based Probiotic Products
   - 2.1.8 Meat-Based Probiotic Foods
   - 2.1.9 Vegetable-Based Probiotic Products
   - 2.2 Probiotic Dietary Supplements
   - 2.2.1 Global Market Snapshot
   - 2.2.2 Capsules
   - 2.2.3 Cheese
   - 2.2.4 Specialty Nutrients
   - 2.2.5 Other Dairy Based Products
   - 2.2.6 Cereal-Based Probiotic Products
   - 2.2.7 Fruit-Based Probiotic Products
   - 2.2.8 Meat-Based Probiotic Foods
   - 2.2.9 Vegetable-Based Probiotic Products
   - 2.2.10 Probiotic Drinks
   - 2.2.11 Probiotic Powders
   - 2.2.12 Probiotic Animal Feed
   - 2.2.13 Global Market Snapshot
   - 2.2.15 Chart 3: Global Probiotic Animal Feed Market (2015 & 2020) Analysis by Geographic Region - North America, Europe, Asia-Pacific and Rest of World in USD Million
   - 2.2.16 Chart 4: Probiotic Market Share by Region (2015 & 2020)

3. KEY MARKET TRENDS

   - 3.1 Market Drivers
   - 3.2 Market Trends
   - 3.3 Market Opportunities
   - 3.4 Market Challenges
   - 3.5 Market Risks

4. KEY GLOBAL PLAYERS

   - 4.1 American Biologics (United States)
   - 4.2 Arla Foods amba (Denmark)
   - 4.3 Biogaia AB (Sweden)
   - 4.4 Danone (France)
   - 4.5 Dupont Danisco (Denmark)
   - 4.6 Genomed Biotech, Inc. (United States)
   - 4.7 General Mills, Inc. (United States)
   - 4.8 Lallemand Inc (Canada)
   - 4.9 Lallemand Health Solutions (France)
   - 4.10 Megmilk Snow Brand Co., Ltd (Japan)
   - 4.11 Meiji Holdings Co., Ltd. (Japan)
   - 4.12 Morinaga Milk Industry Co Ltd (Japan)
   - 4.13 Mother Dairy Fruit & Vegetable Pvt Ltd (India)
   - 4.14 Natren, Inc (United States)
   - 4.15 Natural Organics, Inc. (United States)
   - 4.16 Nature's Way Products, Inc. (United States)
   - 4.17 Nebraska Cultures (United States)
   - 4.18 Nestlé S.A. (Switzerland)
   - 4.19 Now Health Group, Inc. (United States)
   - 4.20 Parmalat SpA (Italy)
   - 4.21 Probi AB (Sweden)
   - 4.22 Royal DSM NV (The Netherlands)
   - 4.23 Valio Ltd (Finland)
   - 4.24 UAS Labs (United States)
   - 4.25 Wallaby Yogurt Company, Inc. (United States)
   - 4.26 Yakult Honsha Co Ltd (Japan)

5. KEY BUSINESS AND PRODUCT TRENDS

   - 5.1 Market Development Strategies
   - 5.2 Market Growth Opportunities
   - 5.3 Market Growth Challenges

6. MARKET ANALYSIS

   - 6.1 Market Drivers
   - 6.2 Market Trends
   - 6.3 Market Opportunities
   - 6.4 Market Challenges

7. MARKET SIZE AND GROWTH PROJECTIONS

   - 7.1 Market Size and Growth Projections

8. MARKET OVERVIEW

   - 8.1 Market Overview

9. MARKET Segmentation

   - 9.1 Market Segmentation

10. MARKET SHARE

    - 10.1 Market Share

11. MARKET SIZE AND GROWTH PROJECTIONS

    - 11.1 Market Size and Growth Projections

12. SUMMARY

    - 12.1 Summary

13. APPENDIX

    - 13.1 Appendix

14. EXECUTIVE SUMMARY

    - 14.1 Executive Summary

15. EXECUTIVE SUMMARY

    - 15.1 Executive Summary

16. EXECUTIVE SUMMARY

    - 16.1 Executive Summary

17. EXECUTIVE SUMMARY

    - 17.1 Executive Summary

18. EXECUTIVE SUMMARY

    - 18.1 Executive Summary

19. EXECUTIVE SUMMARY

    - 19.1 Executive Summary

20. EXECUTIVE SUMMARY

    - 20.1 Executive Summary

21. EXECUTIVE SUMMARY

    - 21.1 Executive Summary

22. EXECUTIVE SUMMARY

    - 22.1 Executive Summary

23. EXECUTIVE SUMMARY

    - 23.1 Executive Summary

24. EXECUTIVE SUMMARY

    - 24.1 Executive Summary

25. EXECUTIVE SUMMARY

    - 25.1 Executive Summary

26. EXECUTIVE SUMMARY

    - 26.1 Executive Summary

27. EXECUTIVE SUMMARY

    - 27.1 Executive Summary

28. EXECUTIVE SUMMARY

    - 28.1 Executive Summary

29. EXECUTIVE SUMMARY

    - 29.1 Executive Summary

30. EXECUTIVE SUMMARY

    - 30.1 Executive Summary

31. EXECUTIVE SUMMARY

    - 31.1 Executive Summary

32. EXECUTIVE SUMMARY

    - 32.1 Executive Summary

33. EXECUTIVE SUMMARY

    - 33.1 Executive Summary

34. EXECUTIVE SUMMARY

    - 34.1 Executive Summary

35. EXECUTIVE SUMMARY

    - 35.1 Executive Summary

36. EXECUTIVE SUMMARY

    - 36.1 Executive Summary

37. EXECUTIVE SUMMARY

    - 37.1 Executive Summary

38. EXECUTIVE SUMMARY

    - 38.1 Executive Summary

39. EXECUTIVE SUMMARY

    - 39.1 Executive Summary

40. EXECUTIVE SUMMARY

    - 40.1 Executive Summary

41. EXECUTIVE SUMMARY

    - 41.1 Executive Summary

42. EXECUTIVE SUMMARY

    - 42.1 Executive Summary

43. EXECUTIVE SUMMARY

    - 43.1 Executive Summary

44. EXECUTIVE SUMMARY

    - 44.1 Executive Summary

45. EXECUTIVE SUMMARY

    - 45.1 Executive Summary

46. EXECUTIVE SUMMARY

    - 46.1 Executive Summary

47. EXECUTIVE SUMMARY

    - 47.1 Executive Summary

48. EXECUTIVE SUMMARY

    - 48.1 Executive Summary

49. EXECUTIVE SUMMARY

    - 49.1 Executive Summary

50. EXECUTIVE SUMMARY

    - 50.1 Executive Summary

51. EXECUTIVE SUMMARY

    - 51.1 Executive Summary

52. EXECUTIVE SUMMARY

    - 52.1 Executive Summary

53. EXECUTIVE SUMMARY

    - 53.1 Executive Summary

54. EXECUTIVE SUMMARY

    - 54.1 Executive Summary

55. EXECUTIVE SUMMARY

    - 55.1 Executive Summary

56. EXECUTIVE SUMMARY

    - 56.1 Executive Summary

57. EXECUTIVE SUMMARY

    - 57.1 Executive Summary

58. EXECUTIVE SUMMARY

    - 58.1 Executive Summary

59. EXECUTIVE SUMMARY

    - 59.1 Executive Summary

60. EXECUTIVE SUMMARY

    - 60.1 Executive Summary

61. EXECUTIVE SUMMARY

    - 61.1 Executive Summary

62. EXECUTIVE SUMMARY

    - 62.1 Executive Summary

63. EXECUTIVE SUMMARY

    - 63.1 Executive Summary

64. EXECUTIVE SUMMARY

    - 64.1 Executive Summary

65. EXECUTIVE SUMMARY

    - 65.1 Executive Summary

66. EXECUTIVE SUMMARY

    - 66.1 Executive Summary

67. EXECUTIVE SUMMARY

    - 67.1 Executive Summary

68. EXECUTIVE SUMMARY

    - 68.1 Executive Summary

69. EXECUTIVE SUMMARY

    - 69.1 Executive Summary

70. EXECUTIVE SUMMARY

    - 70.1 Executive Summary

71. EXECUTIVE SUMMARY

    - 71.1 Executive Summary

72. EXECUTIVE SUMMARY

    - 72.1 Executive Summary

73. EXECUTIVE SUMMARY

    - 73.1 Executive Summary

74. EXECUTIVE SUMMARY

    - 74.1 Executive Summary

75. EXECUTIVE SUMMARY

    - 75.1 Executive Summary

76. EXECUTIVE SUMMARY

    - 76.1 Executive Summary

77. EXECUTIVE SUMMARY

    - 77.1 Executive Summary

78. EXECUTIVE SUMMARY

    - 78.1 Executive Summary

79. EXECUTIVE SUMMARY

    - 79.1 Executive Summary

80. EXECUTIVE SUMMARY

    - 80.1 Executive Summary

81. EXECUTIVE SUMMARY

    - 81.1 Executive Summary

82. EXECUTIVE SUMMARY

    - 82.1 Executive Summary

---

Click here to buy the report
6.1.1.1 Probiotic Foods & Beverages ....................... 94

6.1 Global Probiotics Market Overview by Product Type – Probiotic Foods & Beverages, Probiotic Supplements and Probiotic Animal Feed in USD Million ........................................... 95

6.1.1.2 Probiotic Supplements ................................  96

Chart 13: Global Probiotics Market Overview (2010-2020) by Geographic Region – Europe, Asia-Pacific and Rest of World in USD Million ........................................... 96

6.1.1.3 Probiotic Animal Feed ................................... 97

Chart 14: Global Probiotic Animal Feed Market Overview (2010-2020) by Geographic Region – Europe, Asia-Pacific and Rest of World in USD Million ........................................... 98

PART B: REGIONAL MARKET PERSPECTIVE ..100

1. NORTH AMERICA .............................. 102


1.1 North American Market Overview by Geographic Region ........................................... 103

Chart 16: North American Probiotics Market Overview (2010-2020) by Geographic Region – Canada, Mexico and United States in USD Million ........................................... 103

1.2 North American Market Overview by Product Type ........................................... 105

Chart 18: North American Probiotics Market Overview (2010-2020) by Geographic Region – Canada, Mexico and United States in USD Million ........................................... 105

1.2.1 Probiotic Product Market Overview by NA Region ........................................... 107

1.2.1.1 Probiotics Food & Beverages .................... 107

Chart 20: North American Probiotics Food & Beverages Market Overview (2010-2020) by Geographic Region – Canada, Mexico and United States in USD Million ........................................... 107

1.2.1.2 Probiotics Supplements ................................  109

Chart 22: North America Probiotics Supplements Market Overview (2010-2020) by Geographic Region – Canada, Mexico and United States in USD Million ........................................... 109

1.2.1.3 Probiotics Animal Feed ................................  110

Chart 24: North America Probiotics Animal Feed Market Overview (2010-2020) by Geographic Region – Canada, Mexico and United States in USD Million ........................................... 111

1.3 Major Market Players ............................. 112

American Biologics (United States) ................ 113

Ganeden Biotech, Inc. (United States) ............. 114

General Mills, Inc. (United States) ................. 115

Click here to buy the report
2.4.7 The United Kingdom .............................................. 168

Chart 55: United Kingdom Probiotics Market Overview (2010-2020) by Product Type – Probiotic Foods & Beverages, Probiotic Supplements and Probiotic Animal Feed in USD Million ............................................. 168
Chart 56: Glance at 2010, 2015 and 2020 United Kingdom Probiotics Market Share (%) by Product Type – Probiotic Foods & Beverages, Probiotic Supplements and Probiotic Animal Feed .................................................. 169

2.4.8 Rest of Europe ....................................................... 170

Chart 57: Rest of Europe Probiotics Market Overview (2010-2020) by Product Type – Probiotic Foods & Beverages, Probiotic Supplements and Probiotic Animal Feed in USD Million ............................................. 170
Chart 58: Glance at 2010, 2015 and 2020 Rest of Europe Probiotics Market Share (%) by Product Type – Probiotic Foods & Beverages, Probiotic Supplements and Probiotic Animal Feed .................................................. 171

3. ASIA-PACIFIC ......................................................... 172

Chart 59: Asia-Pacific Probiotics Market Overview (2010-2020) in USD Million ............................................. 172

3.1 Asia-Pacific Market Overview by Geographical Region ............................................. 173

Chart 60: Asia-Pacific Probiotics Market Overview (2010-2020) by Geographic Region - China, Japan, India, South Korea and Rest of APAC in USD Million ............................................. 173
Chart 61: Glance at 2010, 2015 and 2020 Asia-Pacific Probiotics Market Share (%) by Geographic Region - China, Japan, India, South Korea and Rest of APAC .................................................. 174

3.2 Asia-Pacific Probiotics Market Overview by Product Type ............................................. 175

Chart 62: Asia-Pacific Probiotics Market Overview (2010-2020) by Product Type – Probiotic Foods & Beverages, Probiotic Supplements and Probiotic Animal Feed in USD Million ............................................. 175
Chart 63: Glance at 2010, 2015 and 2020 Asia-Pacific Probiotics Market Share (%) by Product Type – Probiotic Foods & Beverages, Probiotic Supplements and Probiotic Animal Feed .................................................. 176

3.2.1 Probiotic Product Market Overview by Asia-Pacific Region ............................................. 177

Chart 64: APAC Probiotics Food & Beverages Market Overview (2010-2020) by Geographic Region - China, Japan, India, South Korea and Rest of APAC in USD Million ............................................. 177
Chart 65: Glance at 2010, 2015 and 2020 APAC Probiotics Food & Beverages Market Share (%) by Geographic Region - China, Japan, India, South Korea and Rest of APAC .................................................. 178

3.2.1.2 Probiotic Foods & Beverages ............................................. 178

Chart 66: APAC Probiotics Supplements Market Overview (2010-2020) by Geographic Region - China, Japan, India, South Korea and Rest of APAC in USD Million ............................................. 178
Chart 67: Glance at 2010, 2015 and 2020 APAC Probiotics Supplements Market Share (%) by Geographic Region - China, Japan, India, South Korea and Rest of APAC .................................................. 179

3.2.1.3 Probiotics Animal Feed ............................................. 180

Chart 68: APAC Probiotics Animal Feed Market Overview (2010-2020) by Geographic Region - China, Japan, India, South Korea and Rest of APAC in USD Million ............................................. 180
Chart 69: Glance at 2010, 2015 and 2020 APAC Probiotics Animal Feed Market Share (%) by Geographic Region - China, Japan, India, South Korea and Rest of APAC .................................................. 181

3.3 Major Market Players ............................................. 182

Chart 70: APAC Probiotics Market Overview (2010-2020) by Product Type – Probiotic Foods & Beverages, Probiotic Supplements and Probiotic Animal Feed in USD Million ............................................. 182

3.4.1 China .............................................................. 188

Chart 71: Glance at 2010, 2015 and 2020 Chinese Probiotics Market Share (%) by Product Type – Probiotic Foods & Beverages, Probiotic Supplements and Probiotic Animal Feed .................................................. 189

3.4.2 Japan .............................................................. 190

Chart 72: Japanese Probiotics Market Overview (2010-2020) by Product Type – Probiotic Foods & Beverages, Probiotic Supplements and Probiotic Animal Feed in USD Million .................................................. 190

3.4.3 India .............................................................. 192

Chart 74: Indian Probiotics Market Overview (2010-2020) by Product Type – Probiotic Foods & Beverages, Probiotic Supplements and Probiotic Animal Feed in USD Million .................................................. 192
Chart 75: Glance at 2010, 2015 and 2020 Indian Probiotics Market Share (%) by Product Type – Probiotic Foods & Beverages, Probiotic Supplements and Probiotic Animal Feed .................................................. 193

3.4.4 South Korea ....................................................... 194

Chart 76: South Korea Probiotics Market Overview (2010-2020) by Product Type – Probiotic Foods & Beverages, Probiotic Supplements and Probiotic Animal Feed in USD Million .................................................. 194
Chart 77: Glance at 2010, 2015 and 2020 South Korea Probiotics Market Share (%) by Product Type – Probiotic Foods & Beverages, Probiotic Supplements and Probiotic Animal Feed .................................................. 195

3.4.5 Rest of Asia-Pacific ..................................................... 196

Chart 78: Rest of Asia-Pacific Probiotics Market Overview (2010-2020) by Product Type – Probiotic Foods & Beverages, Probiotic Supplements and Probiotic Animal Feed in USD Million .................................................. 196
Chart 79: Glance at 2010, 2015 and 2020 Rest of Asia-Pacific Probiotics Market Share (%) by Product Type – Probiotic Foods & Beverages, Probiotic Supplements and Probiotic Animal Feed .................................................. 197

4. REST OF WORLD ..................................................... 198

Chart 80: Rest of World Probiotics Market Overview (2010-2020) in USD Million .................................................. 198

4.1 Rest of World probiotics market overview by Geographic region ............................................. 199

Chart 81: Rest of World Probiotics Market Overview (2010-2020) by Geographic Region - South America and Middle East & Africa in USD Million .................................................. 199
Chart 82: Glance at 2010, 2015 and 2020 Rest of the World Probiotics Market Share (%) by Geographic Region - South America and Middle East & Africa .................................................. 200

4.2 Rest of World Probiotics Market Overview by Product Type ............................................. 201

Chart 83: Rest of World Probiotics Market Overview (2010-2020) by Product Type – Probiotic Foods & Beverages, Probiotic Supplements and Probiotic Animal Feed in USD Million .................................................. 201
Chart 84: Glance at 2010, 2015 and 2020 Rest Of The World Probiotics Market Share (%) by Product Type – Probiotic Foods & Beverages, Probiotic Supplements and Probiotic Animal Feed .................................................. 202

4.2.1 Probiotic Product Market Overview by Rest of World Region ............................................. 203

4.2.1.1 Probiotics Food & Beverages ............................................. 203

Chart 85: Rest of World Probiotics Food & Beverages Market Overview (2010-2020) by Geographic Region - South America and Middle East & Africa in USD Million .................................................. 203
Chart 86: Glance at 2010, 2015 and 2020 Rest of World Probiotics Market Share (%) by Geographic Region - South America and Middle East & Africa .................................................. 204

4.2.1.2 Probiotic Supplements ............................................. 205

Chart 87: Rest of World Probiotics Supplements Market Overview (2010-2020) by Geographic Region - South America and Middle East & Africa in USD Million .................................................. 205
Chart 88: Glance at 2010, 2015 and 2020 Rest of World Probiotics Supplements Market Share (%) by Geographic Region - South America and Middle East & Africa .................................................. 206
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