

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 benefiterers 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.

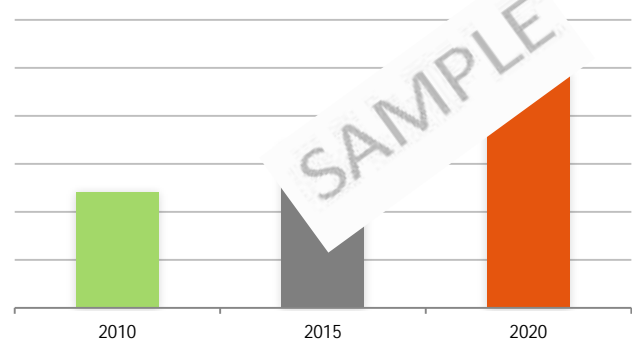
The report reviews, analyses and projects the Probiotics market for global and the regional markets including North America, Europe, Asia-Pacific and Rest of World. The regional markets further analyzed for 14 independent countries across North America – Canada, Mexico and the United States; Europe –

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.

Product	Description
BioGaiaProTectis Drops, BioGaiaProTectis Drops D3	Dietary supplement for children
BioGaiaProTectis Chewable Tablets	Adult's Dietary supplement for digestive health
BioGaiaProTectis ORS	Oral rehydration probiotic supplement
BioGaiaProDentis Lozenges	Dietary supplement for Adult
BioGaiaGastrus	A combination of <i>Lactobacillus reuteri</i> Protectisand the anti-inflammatory strain <i>Lactobacillus reuteri</i> ATCC PTA 6475
BioGaiaProTectis Straw	Dietary supplement in beverage form

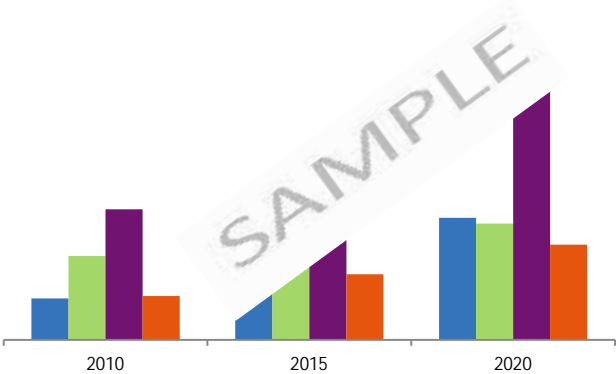
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SAMPLE TABLE/CHART

Glance at 2015 Global Probiotics Market Share (%) by Product Type – Probiotic Foods & Beverages, Probiotic Supplements and Probiotic Animal Feed



Global Probiotics Market Overview (2010-2020) by Geographic Region – North America, Europe, Asia-Pacific and Rest of World in USD million



KEY PLAYERS PROFILED

American Biologics
Arla Foods amba
Biogaia AB
Chr. Hansen A-S
Danone
Dupont Danisco
Ganeden Biotech, Inc.
General Mills, Inc.
Lallemand Health Solutions
Lallemand Inc
Megmilk Snow Brand Co., Ltd
Meiji Holdings Co., Ltd.
Morinaga Milk Industry Co Ltd
Mother Dairy Fruit & Vegetable Pvt Ltd
Natren, Inc
Natural Organics, Inc.
Nature's Way Products, Inc
Nebraska Cultures
Nestlé S.A.
Now Health Group, Inc
Parmalat SpA
Probi AB
Royal DSM NV
UAS Labs
Valio Ltd
Wallaby Yogurt Company, Inc.
Yakult Honsha Co Ltd

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INDUSTRY EXPERTS

1-7-19/C, Street No. 8, Habsiguda
 Hyderabad – 500007, India
 Phone: +91-40-4018-1314
 Fax: +91-40-4027-2381
info@industry-experts.com
industry-experts.com

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