

Probiotic Drinks Market is estimated to be US\$ 16096.55 million by 2030 with a CAGR of 8.3% during the forecast period

Probiotic Drinks market accounted for US\$ 7,330.20 million in 2020 and is estimated to be US\$ 16096.55 million by 2030 and is anticipated to register a CAGR of 8.3%. Live bacteria and yeasts known as probiotics are beneficial to the digestive system. When ingested in sufficient numbers, probiotics have beneficial benefits on the human body, including better gut health and reduced intestinal inflammation. Probiotics are important in preventive healthcare because they improve the immune system, which helps to prevent disease. As a result, increased public awareness about preventive healthcare is likely to boost overall market growth over the forecast period.

The report "Global Probiotic Drinks Market, By Product Type (Fruit-based Probiotic Drinks, Dairy-based Probiotic Drinks, and Other Probiotic Drinks), By Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Pharmacies/Health Stores, and Other Distribution Channels), and By Region (North America, Europe, Asia Pacific, Latin America, and Middle East & Africa) - Trends, Analysis and Forecast till 2030"

Key Highlights:

- In August 2021, a start-up in the United States Yoi has introduced a line of probiotic drinks made from plants. Yoi Probiotic Nut and Seedmilks are prepared by pressing and fermenting almonds, coconut, and pumpkin seeds, among other ingredients. Strawberry, Vanilla Bean, Pineapple, and Cacao Nib flavours are offered in Yoi's inaugural range.
- In June 2021, Fermentis Life Sciences, a major nutraceutical company based in Gurgaon, has launched a probiotic drink for youngsters called Junior Immunity Booster Probiotic under its family nutrition brand BillionCheers.

Analyst View:

Health benefits connected with probiotic-fortified meals and technological improvements in probiotic products are driving the probiotics industry forward. Increased use of high nutritional content in foods, as a result of rising consumer awareness of healthy diets, is also predicted to support the target market's growth. The lack of worldwide quality standards and regulations for probiotic goods is one of the biggest impediments to the market's growth. Nonetheless, significant rise in health-related concerns significantly supplements target market growth in developing countries like China and India.

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Key Market Insights from the report:

Global Probiotic Drinks market accounted for US\$ 7,330.20 million in 2020 and is estimated to be US\$ 16096.55 million by 2030 and is anticipated to register a CAGR of 8.3%. Global Probiotic Drinks market is segmented into product type, distribution channel and region.

- Based on Product Type, the Global Probiotic Drinks Market is segmented into Fruit-based Probiotic Drinks, Dairy-based Probiotic Drinks, and Other Probiotic Drinks.

- Based on Distribution Channel, the Global Probiotic Drinks Market is segmented into Supermarket/Hypermarket, Convenience Store, Specialist Retailers, Online Stores, and Other Distribution Channels.
- By Region, the Global Probiotic Drinks Market is segmented into North America, Europe, Asia Pacific, Latin America, and Middle East & Africa.

Competitive Landscape & their strategies of Global Probiotic Drinks Market:

The key players in the global Probiotic Drinks market includes Amul, Bio-K Plus International, Fonterra Co-op Group, Ltd., Groupe Danone SA, Grupo Lala, Harmless Harvest, Lifeway, Pepsico Inc. (Kevita Inc.), and Yakult.

The market provides detailed information regarding the industrial base, productivity, strengths, manufacturers, and recent trends which will help companies enlarge the businesses and promote financial growth. Furthermore, the report exhibits dynamic factors including segments, sub-segments, regional marketplaces, competition, dominant key players, and market forecasts. In addition, the market includes recent collaborations, mergers, acquisitions, and partnerships along with regulatory frameworks across different regions impacting the market trajectory. Recent technological advances and innovations influencing the global market are included in the report.

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