

Probiotics Market By Products, Applications & Ingredients - Global Trends and Forecasts to 2017

Description: Probiotics Market By Products (Functional Foods, Dietary Supplements, Specialty Nutrients, Animal Feed), Applications (Regular, Therapeutic, Preventive Health Care) & Ingredients (Lactobacilli, Bifidobacteria, Yeast)

This report analyses the Probiotic market by geography, applications, products, and ingredients in the probiotics market. In terms of geography, the report is segmented into Asia-Pacific, Europe, North America, and Rest of the World. The probiotic product segment included in this report is based on popular variants, i.e. functional food & beverages, dietary supplements, specialty nutrients, and animal feed. The applications covered in this report are Food (human) and Feed (animal) applications. In various applications the purpose of using probiotics may be different and depends on the intended health benefit and the functional characteristics of the ingredient. The market has been estimated from demand side.

This report estimates the market size of the global probiotic market in terms of value. It discusses market drivers, restraint and opportunity, and price trends. It also includes patent analysis. It also tracks the recent activities of market players in terms of product launches, expansion plans, supply contracts, and partnerships and collaborations. In addition, the top 20 players of the market have been profiled in this report.

The United Nation's Food and Agriculture Organization (FAO) defines probiotics as 'live microorganisms, which when administered in adequate amounts confer a health benefit on the host.' Such benefits include the prevention and cure of disorders such as lactose intolerance and inflammatory bowel disease. The major factors driving the growth of the global probiotics include growing health-consciousness and the availability of probiotics in the form of dietary supplements.

The global probiotic products market was estimated at \$24.23 billion in 2011. More than 500 probiotic F&B products have been introduced in the past decade. These products have received varying levels of success, mostly in congruence with their overall health benefits. For instance, probiotic chocolates garnered more market share than probiotic cheese and butter, as it offers more health benefits without fortification. Taste and convenience are also expected important factors for securing market share.

The probiotics market is a lucrative market from the perspective of functional food suppliers and manufacturers. Product innovations are expected to play a major role in increasing the share of the market players. The leading developers and suppliers of probiotic strains include Danisco (Denmark), Chr. Hansen (Denmark), and BioGaia (Sweden). The products of these companies are used by FMCG companies such as Nestle and Attune. Asia-Pacific is currently the largest probiotics market, owing to the Japanese market which introduced the concept to the world. Also, high awareness of the benefits of probiotic yoghurts and fermented milk has helped in increasing penetration of the market in APAC and European nations. The U.S. market is also growing rapidly due to the general affinity of the U.S. population towards the probiotic dietary supplements and the concept of preventive health care.

This report highlights major types of probiotic products such as functional foods and beverages, dietary supplements, specialty nutrients and animal feed products; as well as the major application areas such as regular consumption, probiotic therapy, and disease prevention. The report also estimates the market size of sub-markets for these products and applications in the major markets of Europe, APAC, North America, and Rest of the World (ROW). In addition to market forecasts, the report also highlights key opportunity areas for the relevant stakeholders; analyzing market trends, opportunities, drivers, and inhibitors for the market.

The existing studies and third-party market reports do not provide a comprehensive classification of the probiotics market. This report breaks the market into smaller product segments, which none of the other third-party reports have done so far. In order to provide a deeper understanding of the competitive landscape, the report profiles the top 20 companies in the probiotics market, and provides more than 70 market tables, categorized into geographic regions, products, ingredients and applications.

The report segments global probiotic consumption market into the following four segments:

Geography: The report is divided in Asia-Pacific, Europe, North America, and Rest of the World; and major countries such as U.S., Germany, China, and Brazil

Product: The report divides the probiotic market on the basis of the product as Functional food & beverages (dairy products, non-dairy beverages, breakfast cereal, baked foods, fermented meat products, dry-food probiotics), dietary supplements (food supplements and nutritional supplements), specialty nutrients (infant formulation), and animal feed.

Application: The probiotic market is divided by applications. The important applications considered in this report are Food (regular consumption, prevention of disease and therapeutic) and Feed (animal feed).

Ingredient: The market is divided on the basis of the probiotics organism in probiotic foods – Bacteria (lactobacilli, bifidobacteria); yeast and others.

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