



Global Probiotics Market 2016 Share, Trend, Segmentation and Forecast to 2020

Probiotics -Market Demand, Growth, Opportunities and analysis of Top Key Player Forecast to 2021

PUNE , MAHARASHTRA, INDIA, September 15, 2016 /EINPresswire.com/ -- [Probiotics](#) Industry

Description

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Probiotics are friendly organisms such as bacteria and yeast, which are very useful in human and animal health. Probiotics beneficially affect humans by improving the balance of flora in the digestive system. Probiotic products are considered as the element of healthy life. Probiotics provides numerous benefits to the consumers, as a result of which the demand for such market increases. For example, lactobacillus reuteri present in probiotics can prevent blood pressure and tooth decay. In addition, Probiotics helps in balancing the bacteria present in the vagina and put a stop to the overgrowth of harmful microorganisms in it. Furthermore, it prevents from constipation and respiratory infections.

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The increasing concern of consumers on preventive health care is driving the market. Moreover, probiotic bacteria are considered as very efficient in improving human health. Growth in the consumption of functional food, which has a potentially positive effect on health beyond basic nutrition, leads the market growth. Lack of standardization in this industry prevents the clear communication between industry and its suppliers and manufacturers, which acts as a restraint of probiotic market. In addition to that, the consumer unawareness about the probiotic product & its benefits prevents them from its acceptance. The awareness created by International Food Information Council (IFIC) for these products can drive the market. Development of probiotics in the new areas of application such as skin treatment is an opportunity for this market growth. Many European and North American countries imposed ban on the use of antibiotic in animal feed which would facilitate the usage of probiotic instead of antibiotics.

Probiotic application Market Analysis:

On the basis of application, this market can be segmented into food & beverages, dietary supplements and animal feed. Supplements contain only bacteria, while fermented food and drinks contain bacteria and food that promote growth. The supplements that are consumed need up to 6 hours to colonize in the intestines. On the other hand, the food and liquids can work immediately.

Probiotic end user Market Analysis:

On the basis of end users, the market is segmented into human probiotics and animal probiotics. By

the consumption of probiotics, animals such as, pig, sheep, goat, and cattle and birds such as chicken can improve their feed intake, feed conversion rate, daily weight gain and improve total body weight. On the other hand, human probiotics can also improve feed intake and body weight. In addition to these, it has some other health benefits such as prevention from diarrhea, digestive tract infections, skin infections, vaginal infections, etc.

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Probiotic ingredient Market Analysis:

On the basis of ingredient, the market is segmented into bacteria and yeast. As both bacteria and yeast support immune systems, yeast provides increased coverage and intestinal protection due to its larger cell size.

Probiotic geography Market Analysis:

On the basis of geography, the market is segmented into North America, Europe, Asia pacific and rest of the world. Asia-Pacific is the market leader mainly due to the maximum product awareness in Japanese market where the concept of probiotic was introduced to the world. Additionally, increase in awareness about the benefits of probiotic yoghurts results in increasing penetration in the Asia-Pacific and European markets. North American Market has the greatest potential for growth. As an example, the American population is showing great inclination towards dietary supplements. This inclination is due to the rising awareness about health.

High level Analysis:

The market is growing swiftly in the global food and supplement market. The driving and restraining factors for this market are strategically dealt in this analysis and more emphasis is given towards its growth opportunities. The global market is analyzed using Porter's five force model which assists the stakeholders to understand the bargaining power of buyers & suppliers, threat of new entrants and competitive rivalry. The study includes a value chain analysis for better understanding of key players in the supply chain.

Competitive Landscape:

The key players in this market are Biogaia Ab, Groupe Danone SA, Probi Ab, Chr. Hansen, Yakult Honsha, Garden Of Life, Mother Dairy, China-Biotics, Inc, Lifeway Foods, Inc. and Nebraska Culture. Nebraska Cultures has launched probiotic gummies to develop and commercialize its brand name. The Groupe DANONE of Paris and Yakult Honsha Co. Ltd. of Japan, the two world leaders in probiotics, have developed a fruitful relationship marked by a wide variety of common projects. These include the establishment of joint ventures in India and Vietnam. Product launch and joint ventures are the important strategies adopted by the companies to increase their market share.

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KEY BENEFITS

The analysis helps in understanding the strategies adopted by various companies for the growth of the market

The market conditions of the probiotics across all geographic region is comprehensively analyzed

Porter's five forces model gives a in-depth analysis of bargaining power of buyers & suppliers, threats of new entrants & substitutes and competition amongst the key market players
The drivers and restraints of this market are systematically analyzed and major focus is given towards the present opportunities in this market
The value chain analysis offers key insights to the stake holders of this market

KEY DELIVERABLES

The global probiotic market is segmented into four major categories such as application, end user, bacteria and geography.

Key Market Segments

MARKET BY APPLICATIONS

Food and Beverages
Dietary Supplements
Animal Feed

MARKET BY END USER

Human Probiotics
Animal Probiotics

MARKET BY INGREDIENTS

Bacteria
Yeast

MARKET BY GEOGRAPHY

North America
Europe
Asia pacific
Rest of the world

Continued...

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