What's driving probiotic market growth in the food & beverage industry?

Consumer demand for digestive health benefits.

- Global food & beverage launches with digestive health-related claims between 2012 and 2016 have a positive 25% CAGR.

42% of Chinese consumers buy beverages marketed as having digestive benefits.

Asia Probiotics are well established for their health benefits, with opportunities for digestive health and probiotic products for children and older adults.

- China leads the probiotic market with an estimated 35.4% market share.

Latin America An expanding middle class has driven growth in digestive and probiotic sales.

- Brazil is the fastest-growing regional market for probiotics in Latin America.
- Brazil leads the probiotic market with an estimated share of 52% in 2016 and a forecast CAGR of about 11% between 2017 and 2022.

Global Market Growth

The global probiotics market is projected to grow to $64 billion at a CAGR of 7% from 2017 to 2022.

80% Functional foods and beverages represent over 80% of the total market.

Consumers are turning to probiotics for digestive benefits.

- 76% of US consumers are aware of probiotics.
- 93% of these consumers are aware that probiotics can support digestive health.

Regional Market Drivers

North America Demand for digestive-related products is growing, and food & beverage manufacturers are aggressively responding.

- The market for digestive products grew 12% between 2012 and 2017.

In Canada, foods and beverages fortified with probiotics are expected to grow at a CAGR of 6.6% through 2022.

Europe Consumer demand and overall interest in probiotics for digestive health remains strong.

- Europe is second to the Asia Pacific region in the number of foods and beverages launched over the past year with a digestive health claim.

42% of Chinese consumers buy beverages marketed as having digestive benefits.

Global Food & Beverage Innovation Opportunities

Global market demands provide opportunities to create unique digestive and probiotic products including better-for-you snacks, baked goods, bars, hot beverages, dairy and nondairy beverages, and frozen goods.

How can food & beverage manufacturers capture global demand for probiotics?

- Start with product diversification — including exploring new food and beverage formats.
- Look for probiotics supported by clinical research that supports efficacy.
- Source research-backed spore-forming probiotics for manufacturing and shelf stability.

GanedenBC30® (Bacillus coagulans GBI-30, 6086) is a spore-forming, patented probiotic ingredient that can be formulated into many food, beverage and companion animal products. Backed by over 25 published papers, GanedenBC30® has an exceptional safety record with FDA GRAS status from the United States FDA. Part of Kerry’s nutrition and wellness portfolio, GanedenBC30® is natural, vegan, Non-GMO Project verified, organic compliant and allergen-free. For more information, please visit GanedenBC30.com.

1, 2, 4, 6, 8 MarketsandMarkets, Sept. 2017
3 Kerry 2017 Survey Sampling International (SSI) Consumer Survey, 2017
5 FONA International report, 2017
7 Mintel GNPD Analysis 2013–2017
9 Himmel, 2017
10 Modar Intelligence, 2017

GanedenBC30® is a registered trademark of Kerry Group. © 2018, All Rights Reserved.