

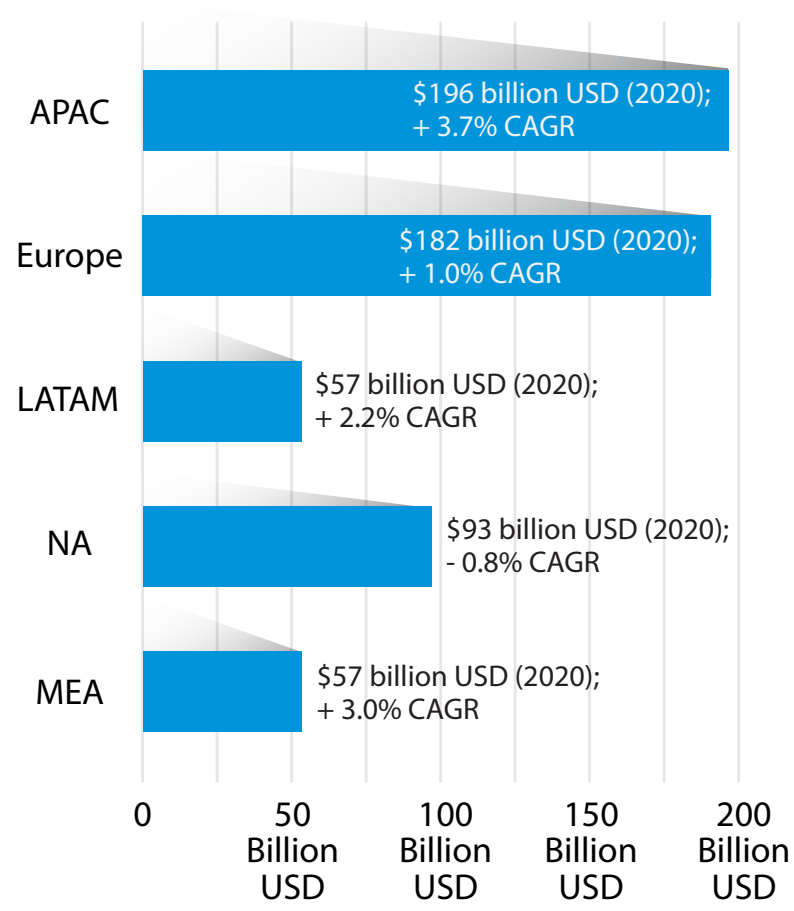


# Level-up Dairy and Alternative Dairy Products with Probiotics

The global market for dairy and dairy alternatives is **growing**, with an estimated 2021 market value of **\$585 billion USD**.<sup>1</sup>

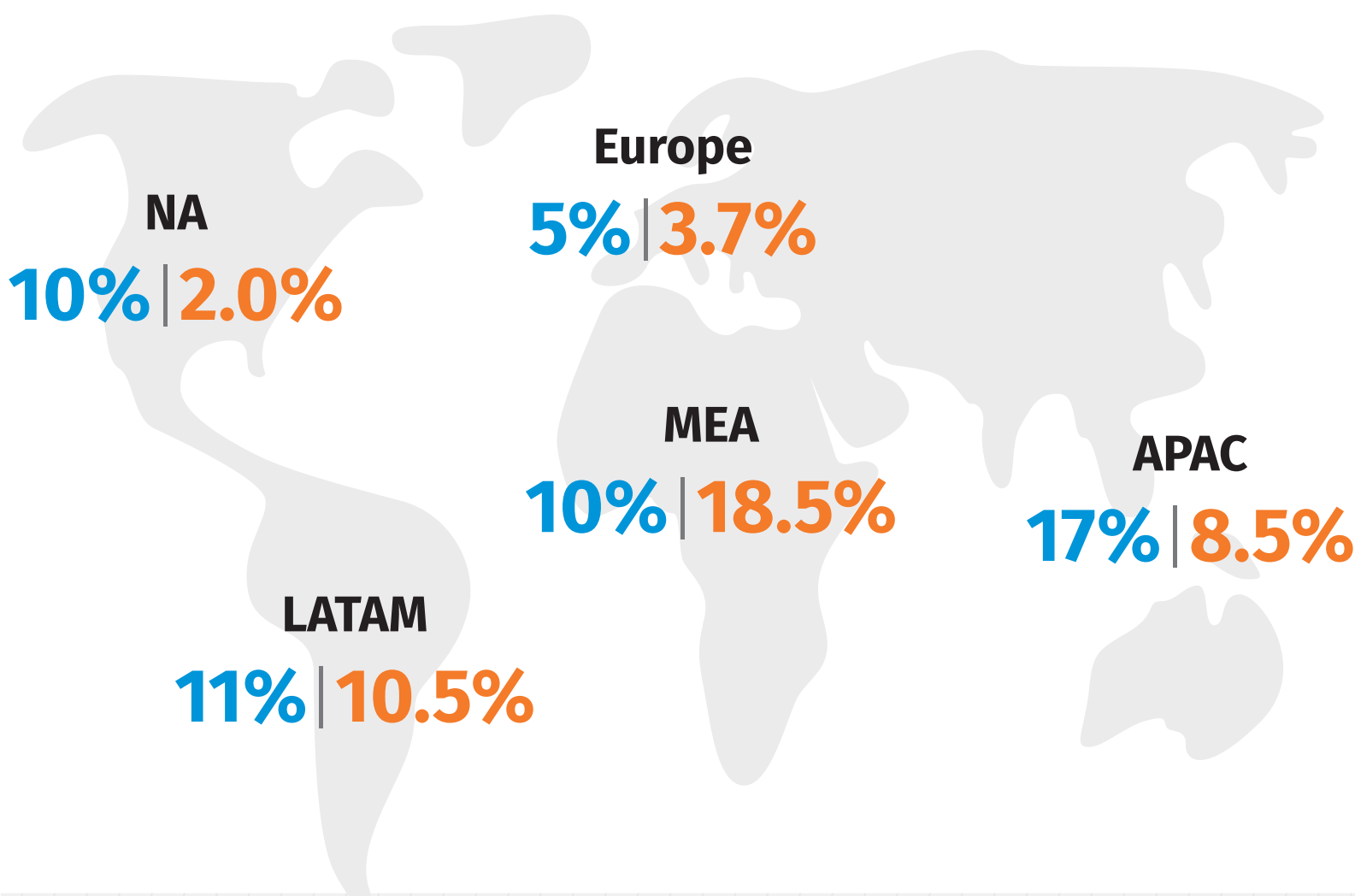


Dairy and dairy alternatives market growth is much the same in individual regions:<sup>2</sup>



Regional launches of traditional and alternative dairy products indicate growth around the world.<sup>4</sup>

● Functional launches (percentage of total launches) | ● Launches with functional claims (CAGR)



A growing focus on wellness is creating new demand for dairy and alternative dairy with digestive health benefits.



Consumer Interest in Purchasing Products with Digestive Health Benefits

Yogurts/yogurt-based drinks	48%
Milk/non-dairy drinks	32%
Frozen dairy	16%

Interest in products that support digestive health is driving the growth of probiotic fortified dairy and alternative dairy.

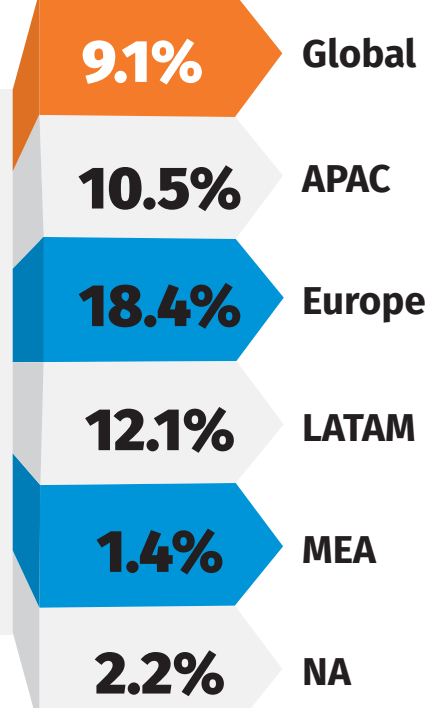


Growth in alternative dairy plant-based drinks, spoonable yogurt, and ice cream and frozen yogurt with a probiotic or cultures claim is **especially strong in these regions**:<sup>3</sup>

**Global: 45%\***    **APAC: 80%\***    **LATAM: 47%\***    **NA: 46%\***

\*5-year CAGR

Growth of dairy and dairy alternative product launches with a probiotic claim, 5-year CAGR through December 2019.<sup>5</sup> (Includes product launches that reference terms such as cultures, live/good bacteria, etc.).



The Probiotic Solution

- Fortifying with GANEDENBC<sup>30</sup>® (*Bacillus coagulans* GBI-30, 6086) adds scientifically substantiated benefits and high levels of consumer recognition to the health appeal of dairy and alternative dairy products.
- Because it is a hardy spore-former rather than a vegetative cell, GANEDENBC<sup>30</sup> remains stable from manufacturing to consumption in a wide variety of dairy and dairy alternative dairy products like **yogurts, smoothies, gelatos and milks.**

Contact us to learn more about formulating dairy and alternative dairy products with the benefits consumers want.

<sup>1</sup> Euromonitor Passport, August 2020  
<sup>2</sup> Euromonitor Passport, 3, 4, 5 Mintel GNPD, 2019