

Asia driving the growth of the probiotics market



Globally, retail sales of probiotic dietary supplements were worth around USD 8 bn in 2022. Between 2022 and 2027, the annual average global growth rate is expected to be around 4.6% according to the International Probiotics Association (IPA). Demand for probiotics in the form of fortified foods is expected to remain high due to increased interest and awareness of the link between health and the body's digestive system. The global pandemic has been a major driving force behind the greater interest, which has been seen among leading e-commerce platforms.

North America

North America remains the single largest market for probiotic supplements, accounting for around 32% of the total market. According to the IPA, growth between 2022 and 2027 is expected to be limited. However, interest in probiotics remains in the consumer market and surveys conducted by the New Hope Network show that the health areas that consumers will prioritize most in the coming years are digestive health, immune health and mental health. According to the Nutrition Business Journal, mental health growth is expected to reach around 9% annually up until 2025.

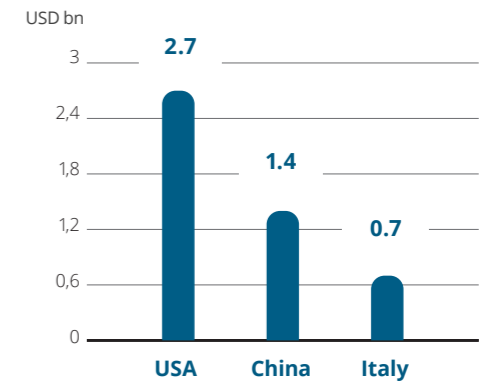
EMEA

Europe, the Middle East and Africa (EMEA) together account for about 23% of the probiotic supplement market. Europe dominates with nearly 22% of global consumption. Annual average growth is estimated at around 4%. Italy is the world's third largest market for probiotic supplements with sales of USD 668 m and the average annual growth rate is estimated to be around 5% between 2022 and 2027. Italy is also the country with the highest consumption of probiotic supplements per capita.

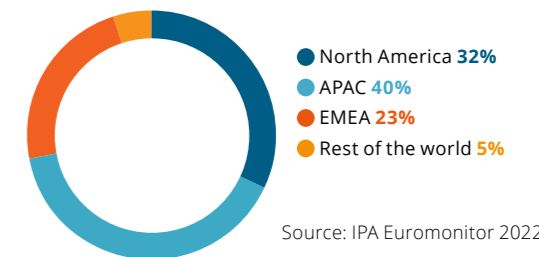
Asia and the Pacific region

The region is growing steadily and in 2022 accounted for nearly 40% of the market for probiotic dietary supplements. China dominates and is the world's second-largest market with an expected annual average growth rate of 13% between 2022 and 2027. Countries that have also contributed to the growing market in the region are Vietnam, Thailand, the Philippines and Malaysia.

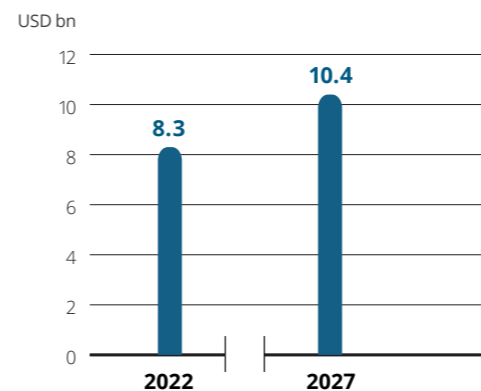
The world's three largest markets for probiotic supplements in 2022



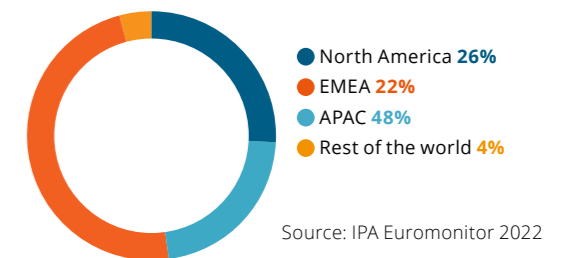
Distribution of sales of probiotic supplements in the world 2022



Total market for probiotic supplements



Distribution of sales of probiotic supplements in the world 2027*



*Based on IPA's forecasts for each region. Growth calculated in constant prices.