

Trends in the market for probiotics



The population is aging – life expectancy is increasing

→ In just twenty years, global life expectancy has increased by more than six years to 73.4 years. As life expectancy increases, there is also a need for us to stay healthy for a longer time and thus reduce the risk of diseases caused by unhealthy lifestyles. In 80 years, more than a quarter of the world's population will be over 65. Research shows that inflammatory diseases can be traced to our gut flora, which ages with us, and shows an imbalance more easily the older we get. The consumption of products containing probiotics has been shown to be a good way of counteracting this imbalance and improving health. Furthermore, probiotics have shown positive effects for older women in the area of bone health.

Probiotics in cosmetic products

→ Today there is growing concern among consumers about the consequences of chemicals and other synthetic substances used in cosmetic products. Among other things, this has driven demand for products with alternative content that are considered to be gentler on the skin. Many people therefore choose to use cosmetic products that contain probiotics. Several studies show that probiotics can have positive effects on the skin in connection with certain skin diseases such as eczema and acne. The global market for probiotic-based cosmetic products is currently valued at USD 220 m and is expected to grow in the coming years, mainly as a result of increased sales through e-commerce.*

*Polaris Market Research rapport "Probiotic Cosmetic Products Market Share, Size, Trends, Industry Analysis Report, By Product (Skin Care, Hair Care), By Distribution Channel (Hypermarket & Supermarket, Pharmacy & Drug Store, E-commerce, Others), By Region; Segment Forecast, 2021 – 2028".



New areas of use for probiotics

→ More than 700 different types of microbes such as bacteria and fungi can be found in the human mouth. Oral gum disease can often be traced to an imbalance between good and bad microbes in the mouth, a problem that imposes a huge cost on society. In Europe alone, the direct and indirect costs due to gum disease amount to USD 158 bn annually, and the figure is almost the same in the US.* Research shows, among other things, that probiotics can have a countervailing effect against these types of oral diseases at an earlier stage. Among other things, the bacterial group Lactobacillus has been put in chewing gum and orally dissolved tablets and in studies has shown positive effects where the inflammation has subsided in the gums after treatment.

*João Botelho, Vanessa Machado, Yago Leira, Luís Proença, Leandro Chambrone, José João Mendes. Economic burden of periodontitis in the United States and Europe: An updated estimation. Journal of Periodontology. 2022; 93: 373–379.

Antibiotic resistance a growing threat

→ The effective treatment of common infectious diseases is threatened today by continued antibiotic resistance, according to the World Health Organization, WHO. One way to reduce this risk is, of course, to reduce the use of antibiotics for viral infections such as colds and flu, where the preparations are not effective. Another way is to work preventively. Studies have shown, among other things, that preventive treatment with probiotics strengthens the immune system and can reduce the need for antibiotics in children. The older and larger the world's population becomes, the greater is the need for effective treatment of infectious diseases and thus the need to avoid antibiotic resistance.

Functional drinks a common option

→ Today, ever more consumers are demanding healthy products that can easily fit into everyday routines. Functional beverages have become a common option to fill this gap, with yogurt and probiotic-based beverages being a growing segment. The increased demand for functional drinks is due, among other things, to an increased awareness of products that can strengthen the immune system and benefit stomach health. According to a report by Grand View Research, the global market for yogurt and probiotic-based beverages is valued at approximately USD 80 bn, with the latter accounting for as much as 54% of the segment.* The global probiotic-based beverages segment is also expected to grow at an annual rate of 9.7% as a result of more consumers including these in their daily diet.



*Grand View Research rapport "Yogurt And Probiotic Drink Market Size, Share & Trends Analysis Report By Product (Yogurt, Probiotic Drinks), By Distribution Channel (Online, Offline), By Region (North America, APAC), And Segment Forecasts, 2022–2030".

Market players

The players on the global probiotics market often have a global presence through well-established collaborations and partnerships.

There are many different forms of delivery and distribution collaborations between the various players. In recent years, there has also been a certain consolidation in the industry. Pharmaceutical and ingredient companies have acquired probiotic companies, which indicates an increase in interest from nearby industries. Many key players in the market are also increasing focus on reaching the Southeast Asian markets and the

large target group of consumers in the region. The market consists of players in research and development, manufacturing companies, and also sales companies and companies that run a brand. A number of players are also integrated and active in the entire value chain within B2B. Probi is one of the leading players globally, but unlike some of the other leading players, focuses exclusively on probiotics. Chr.Hansen, IFF/DuPont and Lallemand are examples of leading global players. Most other players are geographically focused on a specific regional market.