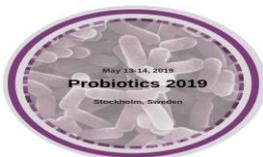


**PROBIOTICS 2019 MARKET ANALYSIS**

**May 13-14, 2019**

Stockholm, Sweden

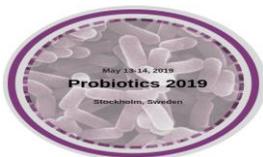


# MARKET ANALYSIS: PROBIOTICS 2019

The coordination of national and international organizations is highly required to assess the efficacy and safety of probiotic bacterial strains, and thus, the final products in the market. A number of probiotic products have been already introduced into the international market as food supplements, dietary supplements, natural health products, functional foods, and many more other categories; as a result, the position of regulatory system for probiotics within existing categories become vague and quite unclear. The lack of a consistent terminology across the globe leads to legal uncertainty and confusion instead of being a direct obstacle for development of a mature market. The regulatory requirements for probiotic products vary vividly across different countries for their anticipated use, whether as food/food ingredient, dietary supplement, or a drug. Thus, the regulatory approval procedure makes it difficult for manufacturers to deal with, as it adds cost to their product development. Also the time required for obtaining an approval sometimes stretches for more than a year, which makes the return on innovation very low. In Europe, probiotic food and beverage products are not allowed to have specific health benefit claim on the ground that the term “probiotic” has a health claim in itself. Manufacturers have had failed so far in convincing EFSA of the health claims of probiotics products. Thus, the EU probiotic product labelling does not provide sufficient information to consumers to determine the best products as per their need. Until 2016, EFSA has received more than 300 requests, more than 200 probiotic strains or combination claims, and 60 beneficial effects claim, Companies are sometimes able to provide information, to an extent allowed by law through third-party channels, such as independent scientists, healthcare professionals, and so on – which in turn incurs an additional cost for the player. This lack of comprehensive approach in Europe regarding probiotic health claims is likely to affect the market growth for probiotic food and beverage products in the region. It has led to a decline in market volume and growth rates in probiotic food supplements and probiotic yogurt category particularly.

**Table 7.27 RoW Probiotics Market Forecast by Type: (\$m, AGR%, CAGR%), 2017-2022**

Type	Particulars	2017	2018	2019	2020	2021	2022	CAGR (2017-2022)
<b>Bacteria</b>	<b>\$m</b>	<b>3,076.0</b>	<b>3,245.2</b>	<b>3,426.1</b>	<b>3,619.7</b>	<b>3,827.1</b>	<b>4,049.3</b>	5.7%
	AGR %		5.5	5.6	5.7	5.7	5.8	
<b>Yeast Probiotics</b>	<b>\$m</b>	<b>451.5</b>	<b>471.9</b>	<b>493.1</b>	<b>514.9</b>	<b>537.2</b>	<b>560.0</b>	4.4%
	AGR %		4.5	4.5	4.4	4.3	4.2	
<b>Total</b>	<b>\$m</b>	<b>3,527.5</b>	<b>3,717.1</b>	<b>3,919.2</b>	<b>4,134.6</b>	<b>4,364.3</b>	<b>4,609.3</b>	5.5%
	AGR %		5.4	5.4	5.5	5.6	5.6	



# MARKET ANALYSIS: PROBIOTICS 2019

**Table 7.28 RoW Probiotics Market Forecast by Type: (\$m, AGR%, CAGR%), 2023-2028**

Type	Particulars	2023	2024	2025	2026	2027	2028	CAGR (2023-2028)
<b>Bacteria</b>	<b>\$m</b>	<b>4,287.7</b>	<b>4,543.5</b>	<b>4,818.3</b>	<b>5,113.7</b>	<b>5,431.6</b>	<b>5,773.7</b>	<b>6.1%</b>
	<i>AGR %</i>	<i>5.9</i>	<i>6.0</i>	<i>6.0</i>	<i>6.1</i>	<i>6.2</i>	<i>6.3</i>	
<b>Yeast Probiotics</b>	<b>\$m</b>	<b>582.9</b>	<b>605.8</b>	<b>628.3</b>	<b>650.0</b>	<b>670.3</b>	<b>688.6</b>	<b>3.4%</b>
	<i>AGR %</i>	<i>4.1</i>	<i>3.9</i>	<i>3.7</i>	<i>3.4</i>	<i>3.1</i>	<i>2.7</i>	
<b>Total</b>	<b>\$m</b>	<b>4,870.6</b>	<b>5,149.3</b>	<b>5,446.6</b>	<b>5,763.7</b>	<b>6,101.8</b>	<b>6,462.3</b>	<b>5.8%</b>
	<i>AGR %</i>	<i>5.7</i>	<i>5.7</i>	<i>5.8</i>	<i>5.8</i>	<i>5.9</i>	<i>5.9</i>	

## **2.6 Porter's Five Forces Analysis of The Global Probiotics Market**

In 2017, the sales of the Consumer Healthcare division declines in South Korea but were offset by an increase in the sales in the Polish market. Probi's probiotic strains can survive harsh conditions and can be applied in many products including chilled beverages, dairy products, dry foods such as baby food and dry beverages, supplements and tablets. The company's probiotic strains are available in several formats including powder and can be packed in sachets of different shapes, allowing prolonging shelf life in dry applications. Currently, the company has three patented probiotic platforms: Probi Digestis (based on Lactobacillus plantarum 299v), Probi Defendum (Lactobacillus plantarum HEAL9), and Probi FerroSorb (based on Lactobacillus plantarum 299v). The last strain - Probi FerroSorb – increases the body's ability to absorb iron without negative side effects

Accounting for a share of 78%, North America represents the largest regional market of the company, followed by the home market – Sweden – with 9% of sales, and the Rest of World with 8% of net sales in 2017

### **Let's Review the latest trend lastly:**

Given below are the trends, that are now expected to be seen in the World Probiotics Market starting from 2018, for the coming decade:



# MARKET ANALYSIS: PROBIOTICS 2019

Figure 7.18 RoW Probiotics Market Forecast by Type: (\$m), 2018-2028

