

Non-Dairy Probiotic Drinks Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Functional Foods & Health Beverages (Food & Beverage)
> **Source:** https://www.mordorintelligence.com/industry-reports/non-dairy-probiotic-drinks-market(https://www.mordorintelligence.com/industry-reports/non-dairy-probiotic-drinks-market)
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 10.05 billion
Projected Forecast (2031)	USD 10.05 billion
Growth Rate (CAGR)	8.31 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

! [Major players in Non-Dairy Probiotic Drinks industry] (images/chart_2.png)

! [Non-Dairy Probiotic Drinks Market Size] (images/chart_3.png)

! [Non-Dairy Probiotic Drinks Market Share by Product Type, 2025] (images/chart_4.png)

! [Non-Dairy Probiotic Drinks Market Share by Packaging Format, 2025] (images/chart_5.png)

! [Non-Dairy Probiotic Drinks Market Growth Rate by Region] (images/chart_6.png)

! [Non-Dairy Probiotic Drinks Market Concentration] (images/chart_7.png)

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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market OverviewStudy Period | 2021 - 2031 |
Market Size (2026) | USD 10.05 Billion |
Market Size (2031) | USD 14.98 Billion |
Growth Rate (2026 - 2031) | 8.31 % |
Fastest Growing Market | Asia-Pacific |
Largest Market | Europe |
Market Concentration | Low |
Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Non-Dairy Probiotic Drinks Market Analysis by Mordor Intelligence
The non-dairy probiotic drinks market size is expected to be valued at USD 9.36 billion in 2025. It is estimated to grow from USD 10.05 billion in 2026 to USD 14.98 billion by 2031, registering a CAGR of 8.31% during the forecast period (2026-2031). Demand for products that combine dairy avoidance, lower sugar content, and digestive wellness supports the non-dairy probiotic drinks market. Gut microbiome research has expanded consumer interest beyond digestive health to immunity, cognition, and metabolic health, while plant-based formats allow brands to address a broader range of dietary needs. GLP-1 users may also seek low-calorie, nutrient-dense beverages positioned for gut health, creating a relevant consumer group for these products. Competition is shifting toward protein and probiotic combinations, low-sugar formulations, and direct online relationships rather than conventional kombucha alone. Regulatory progress on established strains in Europe may reduce development barriers; however, strain-specific evidence, culture stability, and compliant labeling continue to limit product claims.

Key Report Takeaways* By product type, kombucha held 39.71% of the Non-dairy probiotic drinks market share in 2025, while plant-based yogurt drinks are forecast to grow at an 11.46% CAGR through 2031.

* By flavor, flavored products accounted for 65.62% of revenue in 2025 and are forecast to expand at a 10.11% CAGR through 2031.

* By packaging format, bottles represented 51.93% of revenue in 2025, while cans are forecast to advance at an 11.88% CAGR through 2031.

* By distribution channel, supermarkets and hypermarkets held 47.13% of revenue in 2025, while online retail stores are forecast to grow at an 11.51% CAGR through 2031.

* By geography, Europe held 43.90% of the Non-dairy probiotic drinks market share in 2025, while Asia-Pacific is forecast to grow at an 11.98% CAGR through 2031.

Key Market Trends

Market Trends and Insights
Drivers Impact Analysis of Non-Dairy Probiotic Drinks Market*
Driver | (~) % Impact on CAGR Forecast | Geographic Relevance | Impact Timeline |

Gut health and preventive wellness adoption | +2.1% | Global | Long-term (≥ 4 years) |

Plant-based and flexitarian diet expansion | +1.4% | North America, Europe, and the Asia-Pacific | Medium-term (2–4 years) |

Lactose-free and dairy-allergen avoidance | +1.2% | The Asia-Pacific, Middle East and Africa, and South America | Long-term (≥ 4 years) |

Mainstream retail and E-commerce expansion | +1.0% | Global, with early gains in Southeast Asia | Short-term (≤ 2 years) |

Low-sugar and better-for-you beverage reformulation | +0.8% | Europe, North America | Medium-term (2–4 years) |

Technological innovations in plant-based probiotic formulation | +0.7% | North America, Europe | Medium-term (2–4 years) |

Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

The non-dairy probiotic drinks market remains moderately fragmented globally, despite the presence of established premium kombucha brands. GT's Living Foods, Danone's plant-based brands, including Silk, Alpro, and So Delicious, and Remedy D

rinks hold meaningful positions in their respective regions. However, no company dominates all formats and markets. Larger competitors are expanding into protein and probiotic products, lower-sugar probiotic sodas, and direct subscription relationships. These initiatives help companies target new consumption occasions while improving access to consumer purchasing data. Regional brands in India, South Korea, and Brazil also have opportunities through formulations adapted to local tastes. Their ability to move quickly in smaller markets remains relevant, particularly where international brands have been slower to develop localized products.

Generous Brands is expected to acquire Health-Ade Kombucha for USD 500 million in 2025, combining the brand with a premium refrigerated beverage portfolio that had nearly USD 1 billion in combined sales. According to the supplied company release, Health-Ade had retail sales approaching USD 250 million and distribution across 65,000 outlets. This transaction highlights the value of established refrigerated distribution and manufacturing capacity. Danone is expected to launch Silk Protein Shakes in July 2026, offering 30 grams of complete plant protein in a dairy-free, ready-to-drink format. Danone's planned acquisition of Huel for EUR 1.2 billion reflects a broader strategy to build a portfolio around protein and gut-health-related products. PepsiCo's acquisition of Poppi adds pressure on independent producers, as probiotic soda brands can use gut-health positioning without facing the same live-culture stability challenges.

The most significant opportunities in the non-dairy probiotic drinks market include clinically supported strain-specific claims, shelf-stable products for warm regions, and fermented plant-based drinks using local substrates. Human clinical evidence could help companies differentiate product efficacy in European markets, where regulations restrict general probiotic messaging. Shelf-stable formats could improve access in the Middle East, Africa, and South Asia, where refrigerated distribution remains limited. Millet in India, maize in sub-Saharan Africa, and cassava in Brazil may support locally sourced beverage development at price points suited to broader consumer access. Poppi and Culture Pop illustrate competition from functional beverages that avoid live-culture challenges through probiotic formats. Microencapsulation patents and plant-matrix fermentation methods can provide useful protection for producers that develop and secure proprietary technology. Codex Alimentarius nutrition and special dietary-use frameworks are also becoming quality references for buyers serving regulated export markets.

Non-Dairy Probiotic Drinks Industry Leaders* Danone S.A.

* PepsiCo, Inc.

* The Coca-Cola Company

* GT'S Living Foods

* Califia Farms, LLC

* *Disclaimer: Major Players sorted in no particular order

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Component Component 3 Scope Of The Report Bottom

Global Non-Dairy Probiotic Drinks Market Report ScopeNon-dairy probiotic drinks are plant-based beverages containing live beneficial microorganisms that support digestive health without using dairy ingredients. The Non-dairy probiotic drinks market is segmented by product type, flavor, packaging format, distribution channel, and geography. By product type, the market is segmented into Kombucha, water kefir, plant-based yogurt drinks, probiotic juices, and other product types. By flavor, the market is segmented into flavored and unflavored. By packaging, the market is segmented into bottles, cans, tetra packs, and others. By distribution channel, the market is segmented into supermarkets/hypermarkets, convenience

e stores, specialty stores, online retail, and other distribution channels. By Geography, the market is segmented into North America, Europe, Asia-Pacific, South America, and the Middle East and Africa. The market forecasts are provided in terms of value (USD).

Product TypeKombucha |
Water Kefir |
Plant-based Yogurt Drinks |
Probiotic Juices |
Other Product Types |

Segmentation Accordion Item

GeographyNorth America | United States |
| Canada |
| Mexico |
| Rest of North America |
Europe | United Kingdom |
| Germany |
| France |
| Italy |
| Spain |
| Sweden |
| Belgium |
| Poland |
| Netherlands |
| Rest of Europe |
Asia-Pacific | China |
| Japan |
| India |
| Thailand |
| Singapore |
| Indonesia |
| South Korea |
| Australia |
| Rest of Asia-Pacific |
South America | Brazil |
| Argentina |
| Colombia |
| Peru |
| Chile |
| Rest of South America |
Middle East and Africa | United Arab Emirates |
| South Africa |
| Saudi Arabia |
| Nigeria |
| Egypt |
| Morocco |
| Turkey |
| Rest of Middle East and Africa |

Frequently Asked Questions

What is driving growth in non-dairy probiotic drinks?

Demand is supported by lactose avoidance, preventive wellness, lower-sugar reformulation, and wider access through retail and online channels. The category is projected to grow at an 8.3% CAGR from 2026 to 2031.

Which product type leads non-dairy probiotic drinks?

Kombucha led with 39.71% of revenue in 2025. Plant-based yogurt drinks are projected to grow at an 8.3% CAGR from 2026 to 2031.

cted to be the fastest-growing product type at an 11.46% CAGR through 2031.

Why are plant-based yogurt drinks growing quickly?

Oat, cashew, and coconut bases can provide a dairy-free fermented texture while supporting viable cultures. New products also combine probiotics with protein for sports nutrition uses.

Which sales channel is growing fastest?

Online retail is projected to grow at an 11.51% CAGR through 2031. Subscription models can improve repeat purchases and give brands a direct relationship with consumers.