

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/probiotic-drinks-market>
> ****Scraped Date:**** 2026-09-17

Executive Market Summary

Market Metric	Details
:---	:---
Base Market Size	USD 33.59 billion
Projected Forecast (2031)	USD 33.59 billion
Growth Rate (CAGR)	8.17 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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

![Probiotic Drinks Market (2026 - 2031)](images/chart_3.png)

![Probiotic Drinks Market: Market Share by Product Type](images/chart_4.png)

![Probiotic Drinks Market: Market Share by Packaging](images/chart_5.png)

![Probiotic Drinks Market CAGR (%), Growth Rate by Region](images/chart_6.png)

![Probiotic Drinks Market](images/chart_7.png)

![Icon](images/chart_8.png)

![footer background image](images/chart_10.png)

![Mordor Intelligence on Facebook](images/chart_12.svg)

![Mordor Intelligence on Pinterest](images/chart_14.svg)

![Mordor Intelligence on Instagram](images/chart_15.svg)

![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.png)

Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period
|
2021 - 2031
|

Market Size (2026)
|
USD 33.59 Billion
|

Market Size (2031)
|
USD 49.74 Billion
|

Growth Rate (2026 - 2031)
|
8.17 %
|

Fastest Growing Market
|
Asia-Pacific
|

Largest Market

Europe

Market Concentration

Medium

Major Players

*Disclaimer: Major Players sorted in no particular order

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Market Overview

Probiotic Drinks Market Analysis by Mordor Intelligence

The probiotic drinks market size is expected to increase from USD 31.05 million in 2025 to USD 33.59 million in 2026 and reach USD 49.74 million by 2031, growing at a CAGR of 8.17% over 2026-2031. This growth is driven by increasing awareness of gut-microbiome science, a shift toward preventive nutrition, and rising disposable incomes in urban Asia. Yogurt drinks remain popular due to established consumption habits in Europe and Asia-Pacific, while probiotic juices are gaining traction with fruit-forward flavors and lactose-free options. Clean-label demand is rising as millennials and Gen Z prefer unflavored products free from artificial additives. Supermarkets dominate sales, but pharmacies are emerging as premium channels for live-culture beverages marketed as wellness aids. Innovations in aluminum packaging are also supporting sustainability and on-the-go consumption.

Key Report Takeaways

- * By product type, yogurt drinks led with 28.98% revenue share in 2025; probiotic juices are projected to post a 9.21% CAGR through 2031.
- * By flavor, flavored variants accounted for 67.81% of volume in 2025, while unflavored options are forecast to grow at 8.92% to 2031.
- * By packaging, bottles held 50.01% share in 2025, whereas cans are set to expand at a 9.01% CAGR through 2031.
- * By distribution channel, supermarkets and hypermarkets captured 55.81% share in 2025, whereas pharmacies and drug stores are advancing at an 8.17% CAGR to 2031.
- * By geography, Europe retained 42.02% share in 2025, and Asia-Pacific is anticipated to register a 9.52% CAGR through 2031.

Key Market Trends

Global Probiotic Drinks Market Trends and Insights

Drivers Impact Analysis*

Drivers |

(~) % Impact on CAGR Forecast |

Geographic Relevance |

Impact Timeline |

Rising digestive disorders drive demand for microbiota-supporting functional beverages

|

+1.8%
|

Global, with concentration in North America, Europe, and urban Asia-Pacific
|

Medium term (2-4 years)

Low-sugar, low-calorie options attract health-conscious millennials and Gen Z

|

+1.5%

North America, Europe, Australia, urban China and India

Short term (≤ 2 years)

Clean-label demand for natural, organic ingredients drives innovation

|

+1.3%
|

North America, Western Europe, Australia
|

Medium term (2-4 years)
|

Supermarkets with functional beverage aisles improve accessibility

|

+1.0%

|

Global, strongest in Europe and North America

|

Short term (≤ 2 years)

|

S Fermented beverages like yogurt drinks and kefir integrate probiotics into diet

|

+1.2%

|

Europe, Asia-Pacific (Japan, South Korea, China), Middle East

|

Long term (≥ 4 years)

|

Novel flavors, sparkling varieties, and prebiotic blends boost product appeal

|

+1.4%
|

North America, Europe, Asia-Pacific urban centers
|

Short term (≤ 2 years)
|

Source: Mordor Intelligence
|

Competitive Landscape

Competitive Landscape

The probiotic drinks market is moderately fragmented, with participation from multinational dairy and beverage companies alongside regional brands and emerging functional drink startups. Large players benefit from established cold-chain infrastructure, strong brand recognition, and wide retail penetration, particularly in drinkable yogurt and cultured milk segments. Some of the major players in the market are Fonterra Co-op Group Ltd., Yakult Honsha Co. Ltd., Groupe Lactalis, and Groupe Danone SA, among others. However, the market does not exhibit high concentration, as consumption patterns, flavor preferences, and regulatory environments vary widely across regions, allowing multiple brands to compete effectively.

Smaller and local players contribute significantly to fragmentation by focusing on niche positioning such as plant-based, low-sugar, or clean-label probiotic drinks. Categories like kombucha, non-dairy fermented beverages, and probiotic waters have lower entry barriers, enabling startups to differentiate through formulation, sourcing, and lifestyle branding. These players often leverage e-commerce and specialty health channels to reach consumers directly, partially offsetting their limited scale and traditional retail access.

Competition in the probiotic drinks market is increasingly driven by innovation, strain credibility, and convenience rather than price alone. Leading companies are expanding portfolios with multi-strain formulations, functional blends, and improved shelf-stability to enhance consumer trust and usage frequency. While selective acquisitions and partnerships are occurring to capture high-growth niches, the coexistence of global leaders and numerous smaller innovators sustains the market's moderately fragmented structure.

Probiotic Drinks Industry Leaders

*

Fonterra Co-op Group Ltd

*

Yakult Honsha Co. Ltd

*

Groupe Lactalis

*

Groupe Danone SA

*

Nestlé S.A.

*

*Disclaimer: Major Players sorted in no particular order

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Scope Methodology P Space

For this study, the probiotic drinks market covers ready-to-drink beverages that contain live probiotic cultures and are sold through retail or foodservice channels, across dairy and non-dairy bases.

Scope exclusions: This sizing does not count probiotic supplements, capsules, powders, or probiotic ingredients sold for use in other food and beverage manufacturing.

Segmentation Container

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Product Type

*

Yogurt Drinks

*

Fermented Milk Drinks

*

Kombucha

*

Kefir

*

Probiotics Juices

*
Other Product Types

*
Flavor

*
Flavored

*
Unflavored

*
Packaging

*
Bottles

*
Cans

*
Tetra packs

*
Others

*
Distribution Channels

*
On-trade

*
Off-trade

*
Supermarket/Hypermarkets

*
Pharmacies and Drug Stores

*
Convenience/Grocery Stores

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Online Stores

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Others

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Geography

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North America

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United States

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Canada

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Mexico

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Rest of North America

*
Europe

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Germany

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United Kingdom

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Italy

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France

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Spain

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Netherlands

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Poland

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Belgium

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Sweden

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Rest of Europe

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Asia-Pacific

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China

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India

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Japan

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Australia

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Indonesia

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South Korea

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Thailand

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Singapore

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Rest of Asia-Pacific

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South America

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Brazil

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Argentina

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Colombia

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Chile

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Peru

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Rest of South America

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Middle East and Africa

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South Africa

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Saudi Arabia

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United Arab Emirates

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Nigeria

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Egypt

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Morocco

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Turkey

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Rest of Middle East and Africa

Frequently Asked Questions

How large is the probiotic drinks market in 2026 and how fast is it growing?

The probiotic drinks market size is USD 33.59 billion in 2026 and is expected to climb to USD 49.74 billion by 2031, reflecting an 8.17% CAGR.

Which product type currently leads global sales?

Yogurt drinks command 28.98% of global revenue, benefiting from long-standing brand equity in Europe and Asia-Pacific.

What region offers the fastest growth opportunity through 2031?

Asia-Pacific is projected to expand at a 9.52% CAGR, driven by rising disposable incomes and increasing urbanization in China, India, and Indonesia.

Why are aluminum cans becoming popular in probiotic beverages?

Cans support on-the-go consumption, protect cultures from light exposure, and align with sustainability goals through recyclability rates above 70%.