

Probiotics Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

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

Executive Market Summary

Market Metric	Details
Base Market Size	USD 97.28 billion
Projected Forecast (2031)	USD 97.28 billion
Growth Rate (CAGR)	7.43 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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

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

! [Probiotics Market: Market Share by Product Type, 2025] (images/chart_4.png)

! [Probiotics Market: Market Share by Distribution Channels, 2025] (images/chart_5.png)

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

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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period

2021 - 2031

Market Size (2026)

USD 97.28 Billion

Market Size (2031)

USD 139.11 Billion

Growth Rate (2026 - 2031)

7.43 %

Fastest Growing Market

Asia-Pacific

Largest Market

North America
|

Market Concentration
|

Medium
|

Major Players

*Disclaimer: Major Players sorted in no particular order

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Market Overview

Probiotics Market Analysis by Mordor Intelligence

The probiotics market size was valued at USD 90.56 billion in 2025 and estimated to grow from USD 97.28 billion in 2026 to reach USD 139.11 billion by 2031, at a CAGR of 7.43% during the forecast period (2026-2031). Heightened consumer focus

us on preventive health, the FDA's 2024 qualified health claim for yogurt, and rapid advances in precision microbiome research are propelling adoption across food, supplement, and clinical channels. Manufacturers in the probiotics market are shifting investment toward strain-specific R&D, AI-enabled personalization platforms, and e-commerce fulfillment efficiencies to capture premium margins. Multinational consolidation, led by the Chr Hansen–Novozymes merger, is reshaping competitive structures and accelerating technology diffusion. Regionally, the probiotics market in North America benefits from progressive regulatory signals, while Asia-Pacific's 9.23% CAGR reflects rising middle-class spending and regulatory harmonization. Strategic opportunities center on next-generation therapeutic formats, organic and non-GMO certification, and livestock antibiotic-reduction policies that widen the probiotics market addressable base.

Key Report Takeaways

- * By product type, probiotic foods held 53.88% of probiotics market share in 2025, whereas dietary supplements are advancing at an 7.99% CAGR through 2031.
- * By function, digestive and gut health captured 37.10% revenue share in 2025; immunity enhancement is projected to post an 8.39% CAGR to 2031.
- * By distribution channel, pharmacies and drug stores commanded 35.02% of the probiotics market size in 2025, while online stores are expanding at a 8.93% CAGR to 2031.
- * By geography, North America led with 34.55% share in 2025, yet Asia-Pacific is forecast to accelerate at a 9.02% CAGR through 2031.

Key Market Trends

Market Trends and Insights

Drivers Impact Analysis of Probiotics Market*

Drivers |

(~)% Impact on CAGR Forecast |

Geographic Relevance |

Impact Timeline |

Rising demand for functional foods & beverages

|

+1.2%

|

Global, higher in North America & Europe

|

Medium term (2-4 years)

|

Growing incidence of digestive disorders

|

+1.8%
|

Global, accelerated in developed markets
|

Long term (≥ 4 years)
|

Demand for natural, organic, and non-GMO probiotics

|

+0.9%

|

North America & Europe core, expanding to APAC

|

Medium term (2-4 years)

|

Expansion of retail & e-commerce distribution

|

+1.4%

|

APAC core, spill-over to emerging markets

Short term (≤ 2 years)

Growing research and clinical validation

|

+1.0%

Global, led by North America & Europe

Long term (≥ 4 years)

Microbiome-based personalized nutrition programs

|

+0.7%
|

North America & Europe early adoption, APAC following
|

Long term (≥ 4 years)
|

Source: Mordor Intelligence
|

Competitive Landscape

Competitive Landscape

The probiotics market demonstrates a moderate level of concentration. This score reflects a competitive environment where well-established multinational corporations compete alongside agile, specialized players. These companies differentiate themselves through unique positioning strategies and continuous technological advancements. Prominent players in the probiotics industry include Nestlé S.A., Yakult Honsha Co., Ltd, Chobani LLC, Danone S.A., and PepsiCo Inc. To meet the growing demand for probiotic products, these companies are employing a variety of strategies, including launching new products, forming strategic partnerships, expanding their operations, and engaging in mergers and acquisitions.

A notable trend in the market is vertical integration. For instance, Danone's acquisition of The Akkermansia Company has enhanced its capabilities in next-generation probiotics, while ADM's GBP 185 million acquisition of Probiotics International Limited highlights ongoing consolidation within the specialized supplement segment. Significant opportunities are emerging in areas such as precision medicine applications, sports nutrition, and personalized microbiome interventions. In these segments, traditional food companies often face challenges due to a lack of specialized expertise and regulatory experience. The adoption of advanced technologies is accelerating competitive differentiation in the market.

Innovations such as AI-driven personalization platforms, advanced strain characterization techniques, and novel delivery systems are improving product efficacy and enhancing consumer convenience. Additionally, emerging disruptors are reshaping the probiotics industry landscape by leveraging direct-to-consumer models, subscription-based services, and the integration of microbiome testing. These approaches enable them to create unique value propositions that challenge conventional retail-focused strategies. Furthermore, these disruptors are capitalizing on the growing demand for personalized solutions, allowing them to implement premium pricing strategies effectively.

Probiotics Industry Leaders

*

Nestle S.A.

*

Yakult Honsha Co. Ltd

*

Chobani LLC

*

Danone SA

*

PepsiCo Inc.

*

*Disclaimer: Major Players sorted in no particular order

Component Component 3 Scope Of The Report Bottom

Global Probiotics Market Report Scope

Probiotics are a combination of beneficial bacteria and yeasts that help humans and animals maintain intestinal microbial balance. The probiotics market is segmented by type into probiotic foods, probiotic drinks, dietary supplements, and animal feeds. Probiotic food is further sub-segmented into yogurt, bakery/breakfast cereals, baby food and infant formula, and other probiotic foods. Probiotic drinks have been further classified into fruit-based probiotic drinks and dairy-based probiotic drinks. By distribution channel, the market is segmented into supermarkets/hypermarkets, pharmacies and health stores, convenience stores, online retail stores, and other distribution channels. The study also involves an analysis of the main regions, including North America, Europe, Asia-Pacific, South America, and Middle-East and Africa. For each segment, the market sizing and forecasts have been done on the basis of value (in USD million).

By Product Type

Probiotic Foods
|

Yogurt
|

|

Bakery & Breakfast Cereals
|

|

Infant Formula & Baby Foods

|

|

Snacks & Confectionery

|

Probiotic Drinks

|

Dairy-based

|

|

Non-dairy

|

Dietary Supplements

|

Animal Feed and Nutrition

Segmentation Accordion Item

By Geography

North America

United States

Canada

Mexico

Rest of North America
|

Europe
|

Germany
|

|

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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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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Rest of Asia-Pacific

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South America

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Brazil

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|

Argentina

|

|

Rest of South America

|

Middle East and Africa
|

South Africa
|

|

Saudi Arabia
|

|

United Arab Emirates
|

|

Rest of Middle East and Africa
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Frequently Asked Questions

How large is the probiotics market in 2026?

The probiotics market size is USD 97.28 billion in 2026 and is on track to reach USD 139.11 billion by 2031.

Which product category leads global sales?

Probiotic foods account for 53.88% of global revenue in 2025.

What segment is growing fastest?

Dietary supplements show the highest product growth at an 7.99% CAGR through 2031, driven by precision dosing and personalization.

Which region is expanding most quickly?

Asia-Pacific leads growth with a projected 9.02% CAGR, propelled by rising middle-class health spending and regulatory harmonization.