



## 1. PROBIOTICS IN THE MARKETPLACE

In 2018 the probiotics industry recorded \$43.8 Billion in sales, a more than 13% increase since 2013. Of those sales, 71% belong to Probiotic Yogurts, 13% to Probiotic Supplements, and 16% to Sour Milk.

## 2. REGIONAL BIAS

While probiotics are beginning to gain traction and popularity in many western regions, the Asia-Pacific region dominates the marketplace generating more than \$16 Billion in Probiotic Yogurt sales alone in 2018. In contrast, North America enjoys the highest Probiotic Supplement sales while the Middle East and Africa and Eastern Europe seem to prefer Sour Milk products.



## 3. PROBIOTIC SUPPLEMENTS

Probiotics have become one of the fastest growing supplement markets in the world, growing by nearly 10% annually over the past 3 years. In 2018 probiotic supplements enjoyed an all-time high \$5.6 Billion in sales.

## 4. PROBIOTIC YOGURTS

Probiotic Yogurts represent the largest segment of the probiotic marketplace with over \$31 Billion in sales in 2018. The Asia-Pacific region is the driving force behind these sales, accounting for over 50% of annual Probiotic Yogurt sales.



## 5. MARKET FORECAST

In the future, the probiotic market is expected to experience steady growth across the board. Between the years 2018 and 2023, it is estimated that Probiotic Supplements will experience a 26% increase in sales. Meanwhile, Probiotic Yogurt is also expected to grow by 21%. The sky is the limit for Probiotics.



## The Global Voice of Probiotics®

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Probiotics are unique food and dietary supplement ingredients. The World Health Organization defines these beneficial bacteria as “live microorganisms which, when administered in adequate amounts, confer a health benefit to the host.” As live microorganisms, probiotics require special handling and other considerations to ensure the safety, quality, and efficacy of finished products.

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