

2020 Market Analysis for Microbiome, Probiotics & Gut Nutrition

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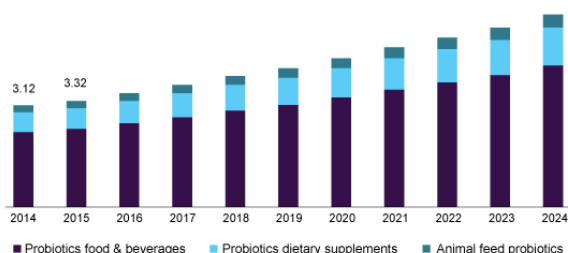
According to the report, global [human microbiome market](#) was valued at approximately USD 721.63 million in 2017 and is expected to generate revenue of around USD 1,365.49 million by the end of 2024, growing at a CAGR of around 9.40% between 2018 and 2024.

[Probiotics Market](#) is expected to garner \$57.4 billion by 2022, registering a CAGR of 7.7% during the forecast period 2016-2022. Probiotics are microorganisms, such as bacteria and yeast that benefit humans and animals by maintaining intestinal microbial balance.

The Global [Biostimulant Market](#) was valued at \$1,784 million in 2016, and is projected to reach \$4,089 million by 2023, growing at a CAGR of 12.6% from 2017 to 2023. Biostimulants are biologically produced fertilizers that are used to stimulate plant development and productivity, in addition to the nourishment of agrarian products.

The scope of the market includes [probiotics](#), such as functional food and beverage, dietary supplement and animal feed by type. Probiotic dietary supplements are not used for the treatment or cure of any specific disorders, significantly. However, they serve as a mode of delivering certain ingredients in the body to complement the diet. By distribution channel, the market is categorized as supermarkets/ hypermarkets, pharmacies/health stores, convenience stores, and others.

U.S. probiotics market by product, 2014 - 2024 (USD Billion)



The Food and beverage segment accounted for the highest revenue share in 2017, as it has various applications in the food industry, led by the increasing awareness among consumers and the on-going convenience trend. [Functional foods](#) and beverages containing probiotics have gained popularity in the market, recently, as they contain biologically active ingredients that have more metabolic and physiological

health benefits than [nutritional benefits](#). There is an increase in the consumer demand for non-dairy probiotic products as they have low lactose and cholesterol content, and they do not have to be refrigerated. Some of the popular innovations include - juices, non-dairy beverages, including Kombucha, vegetables, cereal-based products, chocolate-based products, processed meat, etc.

The [probiotics market](#) witnessed dominance from the giants, Nestle, Danone, and Yakult. Actimel, Activia, and Yakult are the world's top brands in probiotics. Other prominent players are Lifeway Foods Inc., [Bright Dairy](#) (Bright Foods), Biogaia, among others and the most active companies in the probiotics market are Yakult, Lifeway Foods, Biogaia, and CHR Hansen. Yakult is notably the most active company in the industry. Yakult and Lifeway Foods are expanding their presence over the globe, so as to cater to a larger audience. Thus, expansion is the most preferred strategy among the probiotic market players to strengthen their position in the market.