

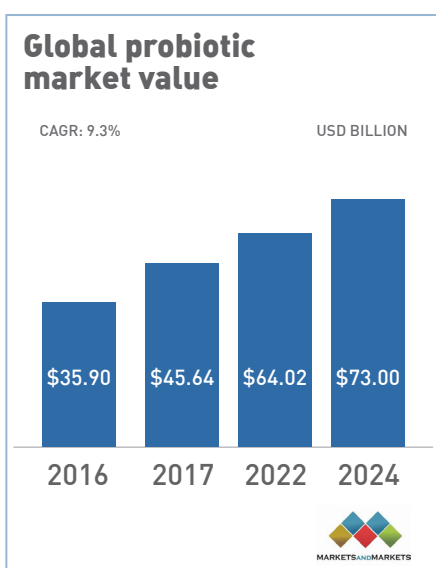
#probiotics



# Probiotic market

*Probiotic market is recording impressive results in terms of market value derived by consumer's preferences towards these products favourable for health.*

Currently, the global probiotic market overcame the value of USD 46 Billion, expecting to reach the value of USD 73 Billion by 2024, at a CAGR of 9.3% from 2017.



Probiotics, as good bacteria, are favourable to human organism, balancing gut flora, enhancing any kind of disease, restoring bacteria equilibrium after antibio-

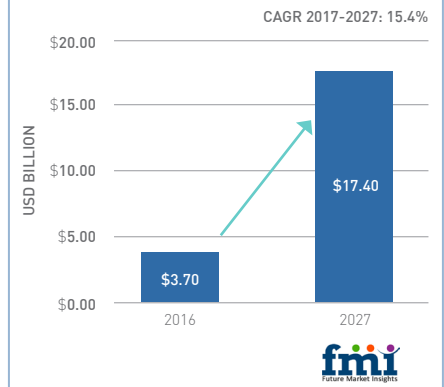
tic therapy; promoting digestive health, and the right absorption of calcium, copper, iron and magnesium; facilitating dairy food digestion, reducing risk of cancer, infections and dental caries. They are useful also for skin infections, diarrhea, helping to maintain the right body weight.

The Asia-Pacific Probiotic Market is growing by 8% yearly with the value of USD 12.9 Billion reached in 2015 and the forecast value of USD 19.2 Billion by 2020.

Europe, as the second largest probiotic market, was valued USD 8.9 Billion in 2015. The European probiotic market is growing at CAGR of 7.7% from 2014 to 2019; the forecast value is USD 12.9 Billion by 2020.

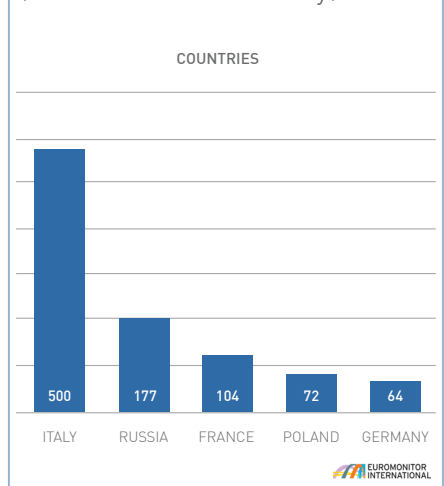
Demand for probiotic is robust in the dairy products, yogurt ahead. Anyway, demand is increasing as well for probiotic supplements, that is a specific pharma branch of the entire probiotic world.

## Probiotic Supplements Market Value



The market of probiotic supplements has recorded a value of USD 3.7 Billion in 2016, but is going to increase enormously during the next 10 years, with a CAGR of 15.4%.

## Probiotic Supplements Market Value in leading European Countries in 2016 (USD Million Currency)



The chart above represents the situation in Europe and Russia. As we can see, probiotics are successful in Italy reaching the market value of USD 500 Million in 2016. This because from the beginning, Italian consumers believed in the probiotic power. Subsequently, the rest of Europe followed this trend but the distances, in terms of market value, are quite far from the Italian one.