



Get App

- News
 - Exclusives
 - Leaders Speak
 - Events
 - Awards
 - Webinars
 - More
- Pharma Policy Medical Devices Diagnostics Industry Hospitals

Fertility Conclave 2023...
In the 4th Edition of
ETHealthworld Fertility...



Economic Times Healthcare...
The Economic Times is
bringing back to you the 3r...



ET Healthcar
Come and be
biggest healt

Pharma 4 Min Read

Market Trends and Forecast for Pro and Probiotic Products: Capitalizing on the Health and Wellness Revolution

The global probiotics market is anticipated to reach a staggering \$78.3 billion by 2026 with a compound annual growth rate (CAGR) of 6.8% during the forecast period, according to research from Research and Markets and Coherent Market Insights. Furthermore, according to Meticulous Research, the global prebiotics market would rise at a CAGR of 8.5% from 2023 to 2028, reaching \$11.6 billion.



by Gaurav Kaushik

The demand for products promoting overall well-being is rising exponentially in today's health-conscious society. Pre and probiotics have emerged as key players

in the health and wellness revolution, offering a natural and holistic approach to support gut health and enhance the body's immune system. As consumer awareness and interest in preventive healthcare continue to grow, the market for pre and probiotic products is experiencing a significant surge. According to research from Research and Markets and Coherent Market Insights, the global probiotics market is projected to reach an impressive \$78.3 billion by 2026, with a compound annual growth rate (CAGR) of 6.8% during the forecast period. Furthermore, the global prebiotics market is expected to reach \$11.6 billion by 2028, growing at a CAGR of 8.5% from 2021 to 2028, as predicted by Meticulous Research.

Advt

Expanding Consumer Base

The expanding consumer base is one of the primary drivers of growth in

the pre and probiotic markets. People are becoming increasingly aware of the link between gut health and overall well-being, leading them to seek natural and science-backed solutions. The Indian probiotic market, for instance, is projected to grow at an impressive CAGR of 12.2% between 2021 and 2026. Additionally, there is a growing emphasis on personalized nutrition, with advanced technologies like genetic testing and microbiome analysis allowing tailored pre and probiotic formulations to meet individual needs. This customization and product diversification focus is expected to fuel market growth and attract a broader consumer base.

Changing Consumer Trends

The health and wellness space is experiencing a significant shift in consumer trends. People are adopting a proactive, preventive approach to their health, which has led to an increased demand for pre and probiotic products. These products are renowned for their potential benefits in maintaining a healthy gut microbiome. Furthermore, consumers now seek products that cater to their unique health needs, prompting companies to develop tailored formulations that address specific concerns and offer personalized solutions. Another prominent trend is the preference for natural and organic products. Health-conscious individuals are increasingly seeking clean-label options with minimal additives and artificial ingredients. Companies are exploring organic sourcing, sustainable production methods, and transparent labeling practices to meet these evolving consumer expectations.

Impact on the Cosmetic Industry

The influence of pre and probiotics extends beyond the food industry and into the cosmetic sector. The skin, the body's largest organ, has its own microbiome that plays a crucial role in maintaining health and appearance. Recognizing this, cosmetic companies incorporate pre and probiotics into their skincare products. Probiotic skincare aims to nourish and balance the skin's microbiome, promoting a healthy barrier function and reducing inflammation. Prebiotics, on the other hand, serve as food for the beneficial bacteria on the skin, helping them thrive and maintain a balanced ecosystem.

Consumers are increasingly turning to probiotic skincare products to address various skin concerns, including acne, eczema, and aging. The concept of nurturing the skin's microbiome resonates with those seeking a more natural and holistic approach to skincare. As a result, the cosmetic industry is witnessing a surge in developing and marketing pre and probiotic skincare products.

Global Market Expansion

While developed markets like North America and Europe continue to dominate the pre and probiotics market, emerging economies in Asia-Pacific, Latin America, and the Middle East are also witnessing a surge

in demand. The Asia-Pacific region, in particular, is poised to be the fastest-growing market for prebiotics, driven by factors such as increasing disposable incomes, changing dietary patterns, and rising health awareness. Companies must consider cultural preferences, regulatory frameworks, and localized marketing strategies to penetrate these diverse markets effectively.

Investment and Collaboration Opportunities

The projected market growth and positive consumer sentiment surrounding pre and probiotics present attractive investment opportunities for established companies and emerging players. Investors and stakeholders seek avenues to capitalize on this health and wellness revolution. Additionally, collaborations between research institutions, academia, and industry players are fostering innovation and driving advancements in the field. Partnerships and strategic alliances enable knowledge sharing, access to cutting-edge research, and expedited product development, propelling the industry forward and effectively meeting evolving consumer demands.

As the health and wellness revolution continues to shape consumer behavior, the pre and probiotic product market is poised for significant growth. By staying at the forefront of scientific research, embracing innovation, and understanding evolving consumer preferences, biopharmaceutical companies can unlock the vast potential of pre and probiotics, improving the health and well-being of individuals worldwide.

Gaurav Kaushik, Managing Director & CEO, [Meteoric Biopharmaceuticals](#) shared an article on [Block Chain in Bio Pharma](#)

(DISCLAIMER: The views expressed are solely of the author and ETHealthworld does not necessarily subscribe to it. ETHealthworld.com

shall not be responsible for any damage caused to any person / organisation directly or indirectly.)

Published On Aug 4, 2023 at 07:28 AM IST



Be the first one to comment.

[Comment Now](#)

Join the community of 2M+ industry professionals



Subscribe to our newsletter to get latest insights & analysis.

Your Email

[Subscribe For Free](#)

[Probiotics](#)

[meteoric biopharmaceuticals](#)

[features](#)

[Gaurav Kaushik](#)

[immune system](#)

[wellness revolution](#)

[Home](#) / [Pharma Home](#) / [News](#) / [Pharma](#)

[Market Trends And Forecast For Pre And Probiotic Products: Capitalizing On The Health And Wellness Revolution](#)

ET Healthworld.com

News →

See whats happening in Health sector right now

Exclusive →

Read and get insights from specially curated unique stories from editorial

Leaders Speak →

Business leaders sharing their insights

Events →

Explore and discuss challenges & trends in India's leading B2B events

Awards →

Recognise work that not only stood out but was also purposeful

Webinars →

Join leaders & experts for roundtables, conferences, panels and discussions



Join the community of 2M+ industry professionals

Subscribe to our Daily Newsletter

Subscribe For Free

By continuing you agree to our [Privacy Policy](#) & [Terms & Conditions](#)

Advertise With Us

We have various options to advertise with us including Events, Advertorials, Banners, Mailers, etc.

Get in Touch

Download ETHealthworld App

Save your favourite articles
with seamless reading
experience



Get updates on your preferred social platform

Follow us for the latest news, insider access to events and more.



[About Us](#)
[Contact Us](#)
[Newsletters](#)

[Guest-Post Guidelines](#)

[RSS Feed](#)

[Sitemap](#)

[RSS Feed](#)

[Sitemap](#)

[Guest-Post Guidelines](#)

The Economic Times Business Verticals

Auto	Retail	Telecom	Energy	CIO	Real Estate
Marketing & Advertising	CFO	IT Security	BFSI	Government	Hospitality
HR	Legal	ET TravelWorld	Infra	B2B	CIOSEA
HRSEA	HRME	Education			

