# Probiotic drinks market set to double by 2031 amid surge in plant-based and flavoured options



The probiotic drinks market is on an impressive trajectory, having been valued at $11.05 billion in 2020 and projected to reach approximately $23.4 billion by 2031, representing a compound annual growth rate (CAGR) of 6.6% during this period. This growth reflects a broader shift in consumer behaviour, driven by an increasing emphasis on health and wellness, particularly following the COVID-19 pandemic. With mounting healthcare costs and a rising awareness of preventive health measures, probiotic drinks have emerged as a viable option for consumers seeking to enhance their overall well-being.

Functional beverages, which include a range of products fortified with beneficial ingredients, are particularly appealing due to their practicality in meeting consumer demands for convenience, taste, and nutritional value. Probiotic drinks, made by fermenting water, sugars, herbs, or fruit extracts with probiotic cultures, offer specific health benefits such as improved gut health, enhanced immune function, and support for digestion. As the understanding of the gut-brain connection grows, so too does the recognition of intestinal health as a vital component of overall wellness. Recent research indicates that about 70% of the body’s immune system resides in the gut, positioning probiotic drinks as a strategic tool in health management.

The rising incidence of gastrointestinal disorders and the prevalence of lactose intolerance have contributed significantly to the increasing consumption of both dairy and non-dairy probiotic drinks. Consumers are notably shifting towards plant-based options, with the market for plant-based probiotics anticipated to expand from $3.72 billion in 2020 to around $8.12 billion by 2031. This is largely fuelled by more individuals adopting vegan and lactose-free lifestyles, seeking alternatives that align with their dietary preferences.

The explosion of interest in varied flavours is another factor influencing market dynamics. While traditional offerings continue to resonate, a growing demand for innovative, fruit-based flavours, particularly berry, has emerged. This segment is expected to grow at a CAGR of 7.6% over the forecast period, as consumers increasingly seek products that offer both health benefits and taste diversity. Flavoured probiotic drinks produced from natural ingredients are becoming a staple for health-conscious individuals, thus broadening the product offerings available on the market.

Sales channels for probiotic drinks are also evolving. Research indicates that hypermarkets and supermarkets accounted for a significant $4.09 billion in 2020, with a projected CAGR of 6.7% to reach $8.77 billion by 2031. These traditional retail formats remain crucial for consumers, providing easy access to a variety of probiotic drink options. In parallel, online retail channels are emerging as key competitors, claiming 23.7% of the market share in 2020. The convenience and accessibility of e-commerce align well with modern consumer lifestyles, hence their increasing prominence.

Regionally, Europe has established itself as a dominating force in the probiotic drinks market. With a notable shift towards healthier consumption choices, European consumers are increasingly inclined to invest in premium health products, thus propelling the sector's growth. The market here is particularly characterized by a solid demand for dairy-based probiotics, notwithstanding the rising interest in plant-based alternatives. Countries such as the UK, France, and Germany are witnessing heightened consumer engagement with health products, driven in part by a culture that prioritises digestive health.

As the market continues to expand, industry players are adopting various strategies, including product launches and business expansions, to capture market share and innovate within the sector. Key players such as PepsiCo, Yakult Honsha, and Danone are leveraging their capabilities to introduce new offerings aimed at meeting the evolving preferences of health-focused consumers.

In conclusion, the probiotic drinks market is positioned for sustained growth, underpinned by increasing consumer awareness surrounding health benefits and a shifting landscape towards more diverse and plant-based offerings. As the interest in gut health continues to grow, innovators within the industry must remain agile and responsive to consumer demands to secure their foothold in this dynamic market.

### Reference Map

1. Paragraphs 1, 2
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Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.newstrail.com/probiotic-drinks-market-in-depth-outlook-growing-popularity-and-emerging-current-and-future-trends/> - Please view link - unable to able to access data
2. <https://www.globenewswire.com/en/news-release/2024/02/13/2828024/0/en/Global-Probiotic-Drinks-Market-Size-To-Worth-USD-98-52-Billion-By-2033-CAGR-of-9-5.html> - This article reports that the global probiotic drinks market was valued at USD 39.74 billion in 2023 and is projected to reach USD 98.52 billion by 2033, growing at a compound annual growth rate (CAGR) of 9.5%. The report highlights the increasing consumer awareness of the health benefits associated with probiotic-infused drinks, including improved gut health and enhanced immune function, as key drivers of this market growth. Major companies in the sector include PepsiCo, Yakult Honsha Co. Ltd., and Nestlé SA.
3. <https://www.globenewswire.com/news-release/2024/01/26/2817740/28124/en/Probiotic-Drinks-Market-Set-for-Tremendous-Growth-Expected-to-Reach-USD-59-82-Billion-by-2028.html> - This article discusses the significant growth of the probiotic drinks market, which is expected to increase from USD 37.45 billion in 2023 to USD 59.82 billion by 2028, representing a CAGR of 9.82%. The growth is attributed to the health benefits associated with probiotic drinks, such as enhanced gut health and digestion, mental well-being, and reduced risk of allergies. The article also notes the rising demand for authentic, fruit-based probiotic beverages made from pure and natural ingredients.
4. <https://www.visionresearchreports.com/us-yogurt-and-probiotic-drink-market/40689> - This report provides an analysis of the U.S. yogurt and probiotic drink market, which was valued at USD 8.48 billion in 2022 and is expected to reach around USD 19.58 billion by 2032, growing at a CAGR of 8.73% from 2023 to 2032. The report highlights that yogurt drinks are the leading product segment, accounting for a revenue share of 72% in 2022. It also notes that the vegan yogurt drinks segment is expected to witness a lucrative growth rate of 10.64% during the forecast period.
5. <https://www.consainsights.com/reports/probiotic-drinks-market> - This article estimates that the probiotic drinks market size was approximately $17.34 billion in 2023, with a forecasted CAGR of 8.2% from 2023 to 2033, projecting the market to reach approximately $39.37 billion by 2033. The growth is attributed to the rising incidences of digestive disorders, increasing awareness of health benefits associated with probiotics, and the expanding product offerings across various segments, including dairy-based, non-dairy, and dietary supplements.
6. <https://www.grandviewresearch.com/industry-analysis/us-yogurt-probiotic-drink-market-report> - This report analyzes the U.S. yogurt and probiotic drink market, noting that yogurt drinks with probiotics held a dominant share of 54.4% in 2022. The report highlights that kombucha dominated the probiotic drink market, accounting for a revenue share of 46.4% in 2022. It also projects that probiotic waters are expected to witness a significant growth rate of 13.3% over the forecast period of 2023 to 2030.
7. <https://www.grandviewresearch.com/market-trends/us-yogurt-probiotic-drinks-consumer-insights> - This survey reveals that nearly 70% of U.S. consumers prefer dairy-based probiotic drinks, which have been available in the market for a longer time and are more widely recognized. The survey also notes that the frequency of consumption of yogurt and probiotic drinks varies among individuals, with a majority preferring to consume them during breakfast, followed by dinner. The growing on-the-go healthy snacking trends in the U.S. may lead to a higher preference for these products as a snacking option in the coming years.