# Yogurt and probiotic drink market set to surge to USD 225.5 billion by 2035 amid rising gut health demand



The global yogurt and probiotic drink market is poised for significant growth, with its value projected to rise from USD 211.9 billion in 2025 to USD 225.5 billion by 2035. This marks a compound annual growth rate (CAGR) of 7.6% over the forecast period. Crucial to this expansion is an increasing consumer preference for functional foods that not only enhance gut health but also boost immunity and promote overall well-being.

The rise in awareness surrounding digestive disorders has catapulted yogurt and probiotic drinks from niche segments to mainstream products. This shift is supported by burgeoning scientific research linking gut health to broader health outcomes, including immunity, mental health, and metabolic function. Consequently, more consumers are opting for nutrient-dense, health-promoting beverages over traditional alternatives. The market is seeing a surge in innovations, such as enhanced probiotic strains and dairy-free options, alongside convenient ready-to-drink formats that appeal to modern, health-conscious lifestyles.

The dairy industry is responding to these consumer trends not only through product innovation but also via strategic mergers and acquisitions. For instance, Danone's acquisition of WhiteWave Foods allowed it to fortify its portfolio with plant-based and organic options, while PepsiCo has broadened its offerings by purchasing KeVita, a maker of probiotic drinks. Such moves reflect a broader trend where health-centric and plant-forward products are reshaping the competitive landscape within the yogurt and probiotic drinks sector.

Health and wellness trends are riding a wave of increased global awareness concerning digestive health and the benefits of probiotic cultures in supporting the gut microbiome. Yogurt-based probiotic drinks are increasingly perceived as convenient nutritional supplements, thanks to their documented ability to enhance digestive balance and immunity. A growing preference for products with clean labels—those that feature natural ingredients and low sugar—has further catalysed demand for ready-to-drink dairy beverages fortified with lactobacillus and other beneficial microorganisms.

The market landscape varies significantly by region, with notable growth projections across several countries. In the United States, the market is expected to grow at a CAGR of 6.3%, propelled by wellness trends and the demand for premium products. Meanwhile, China is poised for a 7.0% CAGR, driven by rising disposable incomes and a burgeoning health awareness among urban populations. The UK market, particularly, is anticipated to expand at an impressive 8.9% CAGR, primarily due to increasing demand for dairy alternatives. India is set to lead with a staggering 9.4% CAGR, which can be attributed to its significant demographic growth and rising probiotic awareness.

Central to the competitiveness in this market are key players such as Danone S.A., Yakult Honsha Co., Ltd., and Nestlé S.A. These companies are heavily investing in research and development to expand their offerings and target emerging markets. The presence of startups focusing on functional probiotic shots, kombucha, and plant-based yogurts is also reshaping market dynamics, catering to evolving consumer preferences for health and sustainability.

The yogurt and probiotic drink market is expanding not just in traditional territories like North America and Europe, but also making inroads into emerging regions, including Asia-Pacific and Latin America. This expansion is largely fuelled by rising disposable incomes and a growing emphasis on health and wellness. Innovative flavours and functional ingredients like fibre and antioxidants are becoming commonplace, meeting the needs of health-conscious consumers focused on weight management and overall gastrointestinal health.

Ultimately, the convergence of health-centric consumer behaviours and strategic industry shifts is setting the stage for a dynamic future in the yogurt and probiotic drink market. The ongoing trends indicate that as awareness of gut health continues to grow, coupled with a shift towards more natural and less processed foods, this market will likely become a cornerstone in the global push for better health and wellness solutions.

## Reference Map:

* Paragraph 1 – [[1]](https://www.fmiblog.com/2025/06/02/global-yogurt-and-probiotic-drink-market-to-hit-usd-225-5-billion-by-2035-amid-rising-demand-for-gut-health-solutions/), [[2]](https://www.fmiblog.com/2025/06/02/global-yogurt-and-probiotic-drink-market-to-hit-usd-225-5-billion-by-2035-amid-rising-demand-for-gut-health-solutions/)
* Paragraph 2 – [[1]](https://www.fmiblog.com/2025/06/02/global-yogurt-and-probiotic-drink-market-to-hit-usd-225-5-billion-by-2035-amid-rising-demand-for-gut-health-solutions/), [[4]](https://www.techsciresearch.com/news/17435-yogurt-and-probiotic-drink-market.html), [[5]](https://www.futuremarketreport.com/industry-report/yogurt-drinks-market)
* Paragraph 3 – [[3]](https://www.gminsights.com/industry-analysis/yogurt-drink-market/market-trends), [[6]](https://www.verifiedmarketreports.com/product/yogurt-and-probiotic-drink-market/)
* Paragraph 4 – [[5]](https://www.futuremarketreport.com/industry-report/yogurt-drinks-market), [[7]](https://dataintelo.com/report/global-yogurt-and-probiotic-drink-market)

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## Bibliography

1. <https://www.fmiblog.com/2025/06/02/global-yogurt-and-probiotic-drink-market-to-hit-usd-225-5-billion-by-2035-amid-rising-demand-for-gut-health-solutions/> - Please view link - unable to able to access data
2. <https://www.fmiblog.com/2025/06/02/global-yogurt-and-probiotic-drink-market-to-hit-usd-225-5-billion-by-2035-amid-rising-demand-for-gut-health-solutions/> - The global yogurt and probiotic drink market is projected to grow from USD 211.9 billion in 2025 to USD 225.5 billion by 2035, with a compound annual growth rate (CAGR) of 7.6%. This growth is driven by increasing consumer preference for functional foods that enhance gut health, immunity, and overall well-being. Rising awareness of digestive disorders and scientific research into the microbiome have propelled yogurt and probiotic drinks from niche segments to mainstream consumption. The market is also witnessing a shift towards nutrient-dense, health-promoting alternatives, with a focus on gut health's link to immunity, mental health, and metabolic function. Innovations in probiotic strains, dairy-free options, and convenient ready-to-drink formats are leading this transformation in functional nutrition.
3. <https://www.gminsights.com/industry-analysis/yogurt-drink-market/market-trends> - The yogurt drink market is experiencing significant growth, particularly in North America and Europe, where plant-based yogurt drinks made from almond, soy, and coconut milk are gaining popularity. The introduction of innovative flavors and functional ingredients, such as fiber, antioxidants, and protein, caters to niche markets focused on weight management and digestive health. Sustainability and the demand for clean-label products are also on the rise, with consumers preferring products with natural ingredients and eco-friendly packaging solutions. Over the past decade, the market has expanded beyond North America and Europe to include Asia-Pacific, Latin America, and the Middle East and Africa, driven by rising disposable incomes and an emphasis on health and wellness.
4. <https://www.techsciresearch.com/news/17435-yogurt-and-probiotic-drink-market.html> - The global yogurt and probiotic drink market is projected to grow at a compound annual growth rate (CAGR) of 9.7% through 2029. This growth is driven by the rising demand for functional foods and the diversification of product offerings. Consumers are increasingly aware of the benefits of probiotics, which are recognized for their positive effects on gut health, digestion, and immune system support. The market is also witnessing a diversification of product offerings, including traditional yogurt, Greek yogurt, drinkable yogurt, and probiotic-enriched beverages, catering to different tastes and lifestyles. Additionally, there is a notable increase in demand for plant-based alternatives, driven by factors such as lactose intolerance, veganism, and environmental concerns.
5. <https://www.futuremarketreport.com/industry-report/yogurt-drinks-market> - The yogurt drinks market is expanding due to increasing health consciousness among consumers, who are seeking functional beverages that offer health benefits beyond basic nutrition. Yogurt drinks are marketed as convenient, on-the-go solutions for busy lifestyles, appealing to both young consumers and working professionals. Innovations in flavors, packaging, and fortification with vitamins and minerals are contributing to the market's growth. However, challenges such as price sensitivity in developing regions and competition from plant-based beverages may impact the market's growth potential. Despite these challenges, the expanding awareness of the health benefits of yogurt drinks is expected to outweigh them, contributing to a positive market outlook.
6. <https://www.verifiedmarketreports.com/product/yogurt-and-probiotic-drink-market/> - The yogurt and probiotic drink market is being reshaped by growing awareness of gut health and the benefits of probiotics. Consumers are favoring products with natural and organic certifications, and the health benefits attributed to probiotics, such as improved digestion and enhanced immune function, are encouraging daily consumption. The rise in functional beverages, which combine health benefits with convenience, is also notable. These drinks are popular among busy consumers seeking on-the-go nutrition. The applications of yogurt and probiotic drinks extend beyond individual consumption to various industries, including foodservice, healthcare, and fitness, reflecting their versatility and growing popularity.
7. <https://dataintelo.com/report/global-yogurt-and-probiotic-drink-market> - The Asia Pacific region is expected to witness substantial growth in the yogurt and probiotic drink market, driven by increasing disposable incomes, urbanization, and health consciousness among consumers. Countries like China, India, and Japan are significant contributors to the market growth in this region. The traditional consumption of fermented foods and beverages in these countries provides a favorable environment for the adoption of yogurt and probiotic drinks. The Asia Pacific market is projected to grow at a compound annual growth rate (CAGR) of around 7.0% during the forecast period, reflecting strong demand and market potential.