

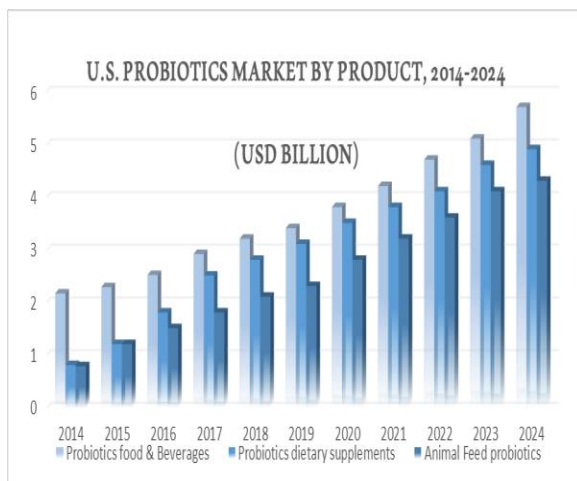
Market Analysis of Probiotics 2020

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The demand for probiotics in fortified foods is projected to remain high due to the increasing awareness about their benefits, and willingness of consumers to purchase premium products incorporated with probiotics. The global demand for probiotics is increasing significantly due to the growing awareness among customers about their direct relation to digestive health benefits, the rise in demand for nutritious food, and increase in demand for quality animal-based products. Probiotics are found as a supplement form or are used as components in food & beverages. The food & beverages segment is the largest revenue-earning market across regions. Consumers are now taking a proactive approach towards preventing chronic conditions.

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.



Importance and Scope:

Probiotics are living microorganisms which provide health benefits when consumed. Probiotics are important for the maintenance of our Gut & Intestinal systems. Probiotics works under four different mechanism.

1. Competition for Nutrients

2. Blocking of Adhesion Sites

3. Immune Stimulation

4. Direct Antagonism

Probiotics are used to improve intestinal flora balance, promote good digestion, boost immune system & increase resistance to infection. The demand for healthy livestock is fueling the demand for probiotic-based animal feed in the Asia Pacific region.

Target Audience:

1. Researchers and Scientists

2. Training Institutes

3. Universities and Colleges Students

4. Young researchers

5. Doctors

6. Professionals

7. Directors

8. CEO's

9. Presidents

10. Vice-presidents

11. Professors

12. Business Delegates from allied industries and companies

Related Companies/Industries:

1. Academy of Nutrition and Dietetics

2. American Nutrition Association

3. American Pregnancy Association

4. American Society of Nutrition
5. International Probiotic Association
6. Europe International Scientific Association for Probiotics and Prebiotics
7. Society of Nutrition Education
8. Global Alliance for Probiotics
9. Probiotic Association of India

Related Associations and Societies:

1. American Society for Parenteral and Enteral Nutrition
2. Probiotic Association of India
3. Gut Microbiota and Probiotic Science Foundation (India)

4. International Scientific Association for Probiotics and Prebiotics
5. International Probiotics Association
6. Yakult Central Institute
7. Danone Research Centre
8. Asian Federation of Societies for Lactic Acid Bacteria
9. National Dairy Council
10. US National Institutes of Health National Center for Complimentary and Alternative Medicine
11. US Probiotics
12. Canadian Research and Development Centre for Probiotics
13. World Gastroenterology Organisation
14. Dairy Council of California
15. ILSI – EUROPE
16. American Gastroenterology Association