

PROBIOTIC MARKET - ADVANCED TECHNOLOGIES AND GLOBAL MARKET (2009 - 2014)

Report Description

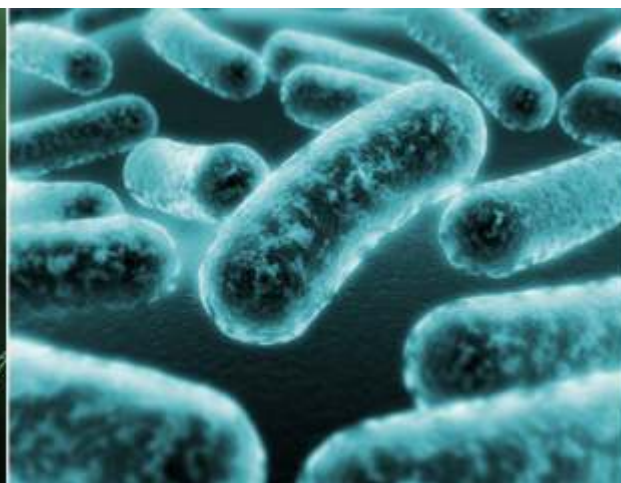
Table of Contents

List of Tables

Sample Tables

Related Reports

About Markets and Markets



MarketsandMarkets Research

108 West 13th Street, Wilmington, DE
19801, County of New Castle

Tel. No.: 1-888-989-8004

Email: sales@marketsandmarkets.com



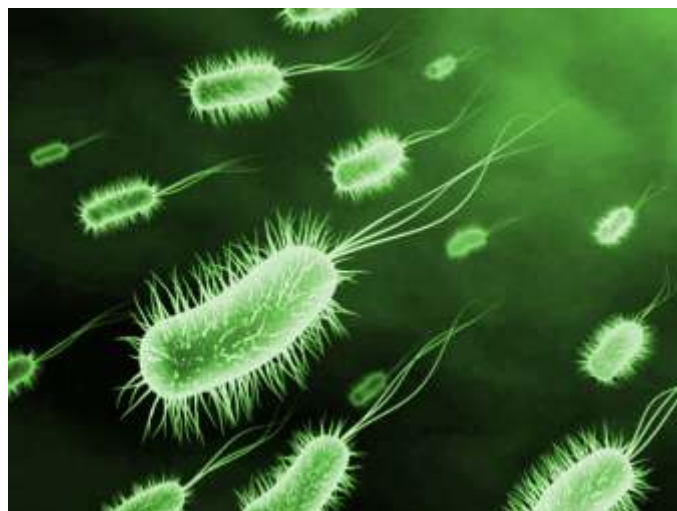
MARKETSANDMARKETS

Report Description

Probiotics have been in existence since time immemorial but the proper streamlined probiotic market can root its birth not earlier than the last decade of the 20th century. Extensive research has opened up doors for the usage of probiotics, also highlighting its benefits like prevention and cure of certain diseases. Its availability in the form of food and dietary supplements like dairy products and baked products increases its consumption for general well-being by health-conscious people.

Probiotics market has been one of the prime beneficiaries of the recent fad over functional foods. The two main factors driving the probiotics market are - rising levels of health consciousness and ageing baby boomer population. The other market factor driving the overall probiotics market in the present and expected to continue to do so in the future is the influence exerted by the women buyer segment. It is generally observed through out the globe that traditionally women are responsible for the buying decisions in the foods and beverages (F&B) category in families. Since they tend to be more aware about the new products and their health benefits, they try and incorporate more beneficial foods in the families' diet. Hence it is no surprise that women have more knowledge about probiotic F&B and consequently not only drive their consumption but also act as the opinion makers. This gathers more importance considering the fact that probiotic F&B segment is expected to command over 75% of the overall probiotics market in 2009. As a result of this the highest number of product innovations has occurred in the field of probiotic F&B with more than 500 products of the latter category being introduced in the past decade.

Though available in a wide array of choices, success of the the probiotic products has been mainly in congruence with their overall health benefits. It is for this reason that probiotic chocolates garnered more market share compared to probiotic cheese and probiotic butter. Hence, it is expected that products with higher health benefits (without fortification) will meet with greater success than products that carry negative image, health wise.



The market for overall probiotic products was \$15.9 billion in 2008 and is expected to grow at CAGR of 11.7% from 2009 to 2014. Europe forms the largest market for probiotics with an estimated \$12.9 billion by 2014. Its 11.1% CAGR from 2009 to 2014 is driven by consumer demand for health enhancing probiotic products such as probiotic yogurts, other probiotic dairy products and probiotic dietary supplements. Asia is the second largest segment, growing at with an estimated CAGR of 10.8% to reach \$8.7 billion by 2014. Though market size in the U.S is relatively smaller, the general affinity towards the probiotic dietary supplements is expected to drive the market in future. The U.S. market is also expected to grow owing to their rapid adaptation of probiotic yogurts in spoonable forms, probiotic cultured drinks in single shot daily dosage packaging etc.

The probiotics market consists of the probiotic ingredient suppliers and the end product manufacturers; it is a fragmented market with a large number of companies vying for shelf space. The companies enjoying substantial market share are Yakult Honsha, Danone, and Nestle S.A. etc.

Report Description

Scope of the Report

The report provides in-depth market estimates and forecast for global probiotics market as follows:

- **Products: Functional foods and beverages** – dairy products, non-dairy beverages, breakfast cereal, baked goods, fermented meat products, dry-food probiotics; animal feed probiotics; dietary supplements - food supplements, nutritional supplements and specialty nutrient.
- **Applications: Human application** – regular consumption, probiotic therapy, prevention of diseases and probiotic application for animals.

- **Ingredients: Bacteria in probiotic foods** – lactobacilli, bifidobacteria, bacillus coagulans; yeast and others.

Each section will provide market data, market drivers, trends and opportunities, top-selling products, key players, and competitive outlook. This report will also provide more than 100 market tables for various geographic regions covering the sub-segments and micro-markets. In addition, the report also provides 40 company profiles for each of its

Stakeholders

The intended audience of this report includes:

- Probiotics suppliers
- Probiotic product manufacturers
- Commercial research laboratories
- Dairy product manufacturers
- Confectionary product manufacturers
- Health supplement manufacturers
- Animal/poultry feed producers
- Biotechnology companies

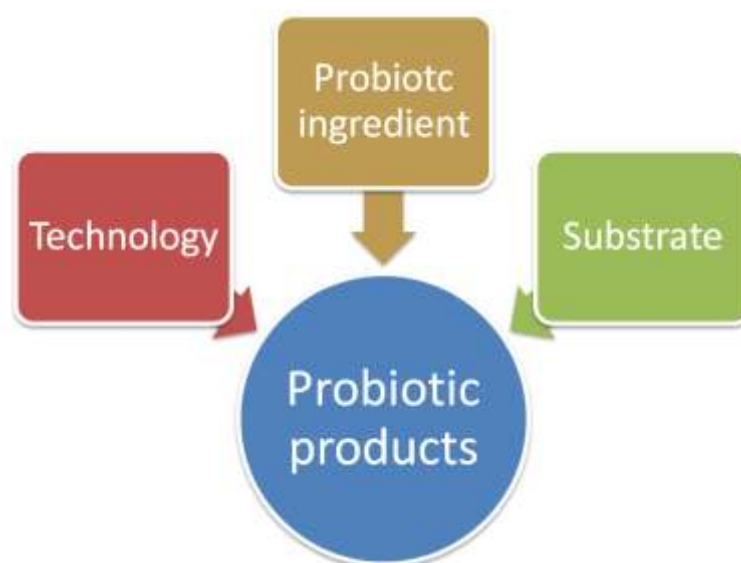


Table of Contents

1. Introduction

- 1.1 Key take-aways
 - 1.2 Report description
 - 1.3 Markets covered
 - 1.4 Stakeholders
-

2. Summary

- 2.1. Synopsis
-

3. Market Overview

- 3.1. Awareness of the benefits of probiotics products
 - 3.2. Ageing baby boomers are primary consumers
 - 3.3. Women as traditional F&B buyers
 - 3.4. Weak immune system of children born from cesarean operations
 - 3.5. The buying behavior in developed & developing nations
 - 3.6. Driving factors analysis for probiotics market
 - 3.7. Emergence of probiotics in the U.S. and USFDA stance
 - 3.8. Drivers
 - 3.8.1. Mass market appeal of probiotics as wellness ingredient
 - 3.8.2. U.S. A region with major growth opportunity
 - 3.8.3. Probiotics in dry foods
 - 3.8.4. Probiotics enter the indian and the chinese market
 - 3.8.5. Marketing of prebiotics reinforces probiotics trend
 - 3.9. Restraints
 - 3.9.1. Consumer perception
 - 3.9.2. Doubts over efficacy
 - 3.10. Opportunities
 - 3.10.1. Legislative issues leading to opportunity in Europe
 - 3.10.2. Enhancement in product peripherals
-

4. Probiotic Products

- 4.1. Probiotic functional foods and beverages
 - 4.1.1. Drivers
 - 4.1.1.1. Proactive approach towards health related issues
 - 4.1.1.2. Functional food/beverage makers capitalize on dairy ingredients
 - 4.1.1.3. Scientific validation favoring probiotic foods and drinks
 - 4.1.2. Restraints
 - 4.1.2.1. Lack of consensus and guidelines
 - 4.1.2.2. Products not in tune with American lifestyle
 - 4.1.3. Opportunities
 - 4.1.3.1. Probiotic foods claim to ward off obesity
 - 4.1.3.2. Emerging avenues for integration with non-conventional foods
 - 4.1.3.3. Market success dependent on consumer edification
 - 4.1.4. Probiotic dairy products
 - 4.1.4.1. Drivers
 - 4.1.4.1.1. Probiotics are compatible with dairy ingredients
 - 4.1.4.1.2. Easy process adaptability
 - 4.2.4.1.3. Increasing market participation by international brands in Asian markets
 - 4.2.4.1.4. Market influence of well known health benefits of milk
 - 4.2.4.1.5. Consumers with lactose intolerance

Table of Contents

- 4.1.4.2. Restraints
 - 4.1.4.2.1. Inhibited growth due to storage problems
 - 4.1.4.2.2. Preference of taste over health benefits in children
- 4.1.4.3. Opportunity
 - 4.1.4.3.1. U.S. a potential lucrative market
 - 4.1.4.3.2. Single shot products present growth opportunity
 - 4.1.4.3.3. Probiotic yogurt
 - 4.1.4.3.4. Probiotic cheese
 - 4.1.4.3.5. Probiotic cultured drinks
 - 4.2.4.3.6. Probiotic butter
 - 4.2.4.3.7. Probiotic ice-cream
- 4.1.5. Probiotic non-dairy beverages
 - 4.1.5.1. Drivers
 - 4.1.5.1.1. Additional health benefits of probiotic beverages
 - 4.1.5.1.2. Preserving efficacy and effective delivery of probiotics
 - 4.1.5.1.3. Alternate ways to deliver probiotics is possible
 - 4.1.5.2. Restraints
 - 4.1.5.2.1. Non communication of the probiotic benefits in the labels
 - 4.1.5.2.2. Garbled image of probiotic beverages in India
 - 4.1.5.2.3. Juices, not a constituent of meals in Asian cultures
 - 4.1.5.3. Opportunities
 - 4.1.5.3.1. Curtailed proliferation of false claims helpful in controlling dilution of product image
 - 4.1.5.4. Probiotic fruit juices
 - 4.1.5.5. Probiotic vegetable juices
- 4.1.6. Probiotic breakfast cereal
 - 4.1.6.1. Drivers
 - 4.1.6.2. Restraints and opportunities
- 4.1.7. Probiotic baked foods
 - 4.1.7.1. Drivers
 - 4.1.7.1.1. Development of highly resistant probiotics
 - 4.1.7.1.2. Addition of functional ingredients
 - 4.1.7.1.3. Limited effect on taste of baked foods
 - 4.1.7.2. Restraints
 - 4.1.7.2.1. Issue of trial and error
 - 4.1.7.2.2. Issue of premium pricing
 - 4.1.7.3. Probiotic biscuits
 - 4.1.7.4. Probiotic chocolates
 - 4.1.7.5. Probiotic bread
- 4.1.8. Probiotic fermented meat products
 - 4.1.8.1. Drivers
 - 4.1.8.2. Restraints and opportunity
- 4.1.9. Dry-food probiotics
 - 4.1.9.1. Probiotic baking mixes
 - 4.1.9.2. Probiotic soup mixes
- 4.1.10. Probiotic dietary supplements
- 4.1.11. Driver
 - 4.1.11.1. U.S. a major growth region
 - 4.1.11.2. Medical benefits useful in improving health
 - 4.1.11.3. Technology enables effective ingestion of probiotics
 - 4.1.11.4. Characteristic benefits driving growth
- 4.1.12. Restraints
 - 4.1.12.1. Issue of trust
 - 4.1.12.2. Adequate number of live microorganisms
 - 4.1.12.3. Greater investment costs
- 4.1.13. Opportunity
 - 4.1.13.1. Consistency in claims to boost the market
 - 4.1.13.2. Consumer awareness leads to demand for new products
 - 4.1.13.3. Technological up gradation to offer better products
- 4.1.14. Probiotic food supplements
 - 4.1.14.1. Drivers
 - 4.1.14.1.1. Rising adaptation to convenience foods
 - 4.1.14.1.2. Availability in several consumable forms
 - 4.1.14.1.3. Probiotic users show high cross usage across different supplements
 - 4.1.14.2. Restraints
 - 4.1.14.2.1. Lack of perceived need
 - 4.1.14.2.2. Confused image of probiotics
 - 4.1.14.3. Opportunity
 - 4.1.14.3.1. Converting sporadic users to regular consumers

Table of Contents

- 4.1.15. Probiotic nutritional supplements
 - 4.1.15.1. Drivers
 - 4.1.15.1.1. Rapidly expanding market for probiotic-enhanced foods
 - 4.1.15.1.2. Growing administration to patients to build immunity
 - 4.1.15.2. Restraints and Opportunities
- 4.1.16. Probiotic specialty nutrients
- 4.1.17. Probiotic infant formula
 - 4.1.17.1. Drivers
 - 4.1.17.1.1. Increased risk of infections for day care infants
 - 4.1.17.1.2. Safety verified by scientific community
 - 4.1.17.1.3. Relief for pediatric patients
 - 4.1.17.1.4. Savings caused by prevention of diseases
 - 4.1.17.2. Restraints
 - 4.1.17.2.1. Challenge of product differentiation
 - 4.1.17.2.2. Insufficiently supported claims to be checked
 - 4.1.17.3. Opportunity
 - 4.1.17.3.1. Higher investments to lead to differentiation
 - 4.1.17.3.2. Probiotics suppliers hold key to claims
- 4.1.18. Animal feed probiotics
 - 4.1.18.1. Drivers
 - 4.1.18.1.1. Complete ban on all growth-promoting antimicrobials in the EU
 - 4.1.18.1.2. Probiotics offer farmers solutions for issues in productivity
 - 4.1.18.1.3. Concern over rampant use of therapeutic antimicrobials
 - 4.1.18.1.4. Growing concern over toxic effect in humans
 - 4.1.18.2. Restraints
 - 4.1.18.2.1. Competition from other feed additives
 - 4.1.18.2.2. Probiotics' price as feed supplements and their handling

5. Probiotics Applications

5.1. Probiotic application for humans

- 5.1.1. Drivers
 - 5.1.1.1. Good health a primary driver in the ageing baby-boomer population
 - 5.1.1.2. Modern diet insufficient to maintain good health
 - 5.1.1.3. Women more likely to benefit from probiotics
- 5.1.2. Restraints
 - 5.1.2.1. Lack of awareness and perceived need
 - 5.1.2.2. Condition specific one-time users
 - 5.1.2.3. Lack of probiotic specific regulations
- 5.1.3. Opportunity
 - 5.1.3.1. Encourage usage and higher daily compliance
 - 5.1.3.2. Shift from niche category to mass market appeal
- 5.1.4. Regular consumption
 - 5.1.4.1. Drivers
 - 5.1.4.1.1. Easy integration with meals
 - 5.1.4.1.2. Improved immune system leads to lesser medical expenditure
 - 5.1.4.1.3. Success in certain dairy dominated regions
 - 5.1.4.2. Restraints
 - 5.1.4.3. Kids
 - 5.1.4.4. Young adults
 - 5.1.4.5. Middle aged population
 - 5.1.4.6. Older population
- 5.1.5. Probiotic therapy
 - 5.1.5.1. Lactose intolerance
 - 5.1.5.2. Lifestyle related disorders
 - 5.1.5.3. Immune booster
 - 5.1.5.4. Antibiotic-associated diarrhea
 - 5.1.5.5. Pediatric Gastrointestinal (GI) Therapy
 - 5.1.5.6. Irritable bowel syndrome
 - 5.1.5.7. Pouchitis in patients undergoing colectomy with ileo-anal pouch anastomosis
 - 5.1.5.8. Urinary tract infection
 - 5.1.5.9. Iron absorption
 - 5.1.5.10. Dental health
- 5.1.6. Prevention of diseases

Table of Contents

- 5.1.7. Probiotic application for animals
 - 5.1.7.1. Drivers
 - 5.1.7.1.1. Unceasing nature of the demand
 - 5.1.7.1.2. Developing countries giving a boost to the feed market
 - 5.1.7.2. Restraints
 - 5.1.7.3. Opportunities

6. Probiotic Ingredient In Foods

- 6.1. Bacteria in probiotic foods
 - 6.1.1. Lactobacilli
 - 6.1.1.1. Lactobacillus acidophilus
 - 6.1.1.2. Lactobacillus rhamnosus
 - 6.1.1.3. Lactobacillus casei.
 - 6.1.1.4. Lactobacillus Reuteri
 - 6.1.1.5. Lactobacillus plantarum
 - 6.1.2. Bifidobacteria

7. Probiotics Technology

- 7.1. Production of probiotics
 - 7.1.1. Fermentation
 - 7.1.2. Sublethal stress
 - 7.1.2.1. Proteomic approach
 - 7.1.2.2. Genomic approach
- 7.2. Probiotic delivery system
 - 7.2.1. Spray-drying technique and freeze drying
 - 7.2.2. Microencapsulation with alginate
 - 7.2.3. Emulsion technique
 - 7.2.4. Triple-shell beadlet technology
 - 7.2.5. Whey protein based technique
 - 7.2.6. Double coating with soy peptides

8. Geographic Analysis

- 8.1. The U.S. Probiotics Market
- 8.2. The European Probiotics Market
- 8.3. The Asian Probiotics Market

9. Company Profiles

- 9.1. Alpharma
- 9.2. Alltech biotechnology
- 9.3. Amerifit brands
- 9.4. Arla foods
- 9.5. Attune food inc
- 9.6. Biogaia ab
- 9.7. Bomac vets plus
- 9.8. Calpis company
- 9.9. Cargill
- 9.10. CD pharma
- 9.11. China-biotics, inc
- 9.12. Chr. Hansen
- 9.13. Danisco
- 9.14. Danone

Table of Contents

| | |
|--------------------------------------|----------------------------------|
| 9.15. DSM FOOD SPECIALTIES | 9.29. NATREN |
| 9.16. GANEDEN. | 9.30. NEBRASKA CULTURES |
| 9.17. GARDEN OF LIFE | 9.31. NESTLE |
| 9.18. GENERAL MILLS | 9.32. NOW FOODS |
| 9.19. JAMIESON LABORATORIES | 9.33. NUTRACEUTIX, INC |
| 9.20. ARROW FORMULAS | 9.34. PROBI AB |
| 9.21. KASHI COMPANY | 9.35. SKÅNEMEJERIER |
| 9.22. KIRKMAN | 9.36. STONYFIELD FARM |
| 9.23. KRAFT FOODS INC | 9.37. VALIO |
| 9.24. LALLEMAND INC | 9.38. WELLS' DAIRY INC |
| 9.25. LIFE WAY FOOD INC | 9.39. WILD WOOD |
| 9.26. MORINAGA MILK INDUSTRY CO. LTD | 9.40. YAKULT HONSHA |
| 9.27. MOTHER DAIRY | 9.41. YEO VALLEY |
| 9.28. MULLER DAIRY LTD | 9.42. YO CREAM INTERNATIONAL INC |

10. Patents

Appendix

U. S. patents

European patents

Asian patents

List of Tables

- Summary Table Global Probiotics Market 2007 – 2014 (\$Millions)
- 1 Global Probiotic Functional Foods and Beverages Market by Products 2007-2014 (\$Millions)
 - 2 Global Probiotic Functional Foods And Beverages Market by Geography 2007-2014 (\$Millions)
 - 3 Global Probiotic Dairy Products Market, by Products 2007-2014 (\$Millions)
 - 4 Global Probiotic Dairy Products Market, by Geography 2007-2014 (\$Millions)
 - 5 Global Probiotic Yogurt Market, by Geography 2007-2014 (\$Millions)
 - 6 Major Players and Products
 - 7 Global Probiotic Cheese Market, by Geography 2007-2014 (\$ Millions)
 - 8 Major Players and Products
 - 9 Global Probiotic Cultured Drinks Market, by Geography 2007-2014 (\$Millions)
 - 10 Major Players And Products
 - 11 Global Probiotic Butter Market, by Geography 2007-2014 (\$Millions)
 - 12 Global Probiotic Ice Cream Market, by Geography 2007-2014 (\$Millions)
 - 13 Major Players and Products
 - 14 Global Probiotic Non Dairy Beverage Market, by Products 2007-2014 (\$Millions)
 - 15 Global Probiotic Non Dairy Beverage Market, by Geography 2007-2014 (\$Millions)
 - 16 Global Probiotic Fruit Juices Market, by Geography 2007-2014 (\$Millions)
 - 17 Major Players and Products
 - 18 Global Probiotic Breakfast Cereal Market, by Geography 2007-2014 (\$Millions)
 - 19 Major Players and Products
 - 20 Global Probiotic Baked Foods Market, by Products 2007-2014 (\$Millions)
 - 21 Global Probiotic Baked Foods Market, by Geography 2007-2014 (\$Millions)
 - 22 Global Probiotic Biscuits Market, by Geography 2007-2014 (\$Millions)
 - 23 Global Probiotic Chocolates Market, by Geography 2007-2014 (\$Millions)
 - 24 Major Players and Products
 - 25 Global Probiotic Bread Market, by Geography 2007-2014 (\$Millions)
 - 26 Global Probiotic Fermented Meat Products Market by Products 2007-2014 (\$Millions)
 - 27 Global Probiotic Fermented Meat Products Market by Geography 2007-2014 (\$Millions)
 - 28 Global Dry-food Probiotics Market, by Products 2007-2014 (\$Millions)
 - 29 Global Dry-food Probiotics Market, by Geography 2007-2014 (\$Millions)
 - 30 Global Probiotic Baking Mixes Market, by Geography 2007-2014 (\$Millions)
 - 31 Global Probiotic Soup Mixes Market, by Geography 2007-2014 (\$Millions)
 - 32 Major Players And Products
 - 33 Global Probiotic Dietary Supplements Market, by Products 2007-2014 (\$Millions)
 - 34 Global Probiotic Dietary Supplements Market by Geography 2007-2014 (\$Millions)
 - 35 Major Players and Products
 - 36 Global Probiotic Food Supplements Market, by Products 2007-2014 (\$Millions)
 - 37 Global Probiotic Food Supplements Market, by Geography 2007-2014 (\$Millions)
 - 38 Major Players And Products
 - 39 Global Probiotic Nutritional Supplements Market by Products 2007-2014 (\$Millions)
 - 40 Global Probiotic Nutritional Supplements Market by Geography 2007-2014 (\$Millions)
 - 41 Major Players and Products
 - 42 Global Probiotic Specialty Nutrients Market, by Products 2007-2014 (\$Millions)
 - 43 Global Probiotic Specialty Nutrients Market, by Geography 2007-2014 (\$Millions)
 - 44 Global Probiotic Infant Formula Market, by Geography 2007-2014 (\$Millions)
 - 45 Major Players And Products
 - 46 Global Animal Feed Probiotics Market, by Geography 2007-2014 (\$Millions)
 - 47 Major Players and Products
 - 48 Global Probiotic Application Market for Humans 2007-2014 (\$Millions)
 - 49 Global Probiotic Application Market for Regular Consumption 2007-2014 (\$Millions)
 - 50 Global Application Market for Probiotic Therapy 2007-2014 (\$Millions)
 - 51 Global Probiotic Ingredients Market 2007-2014 (\$Millions)
 - 52 Major Players and Product Developments
 - 53 Global Market Probiotic Bacteria in Foods 2007-2014 (\$Millions)
 - 54 Global Probiotics Market 2007-2014 (\$Millions)
 - 55 U.S. Probiotics Market 2007-2014 (\$Millions)
 - 56 European Probiotics Market 2007-2014 (\$Millions)
 - 57 Asian Probiotics Market 2007-2014 (\$Millions)

List of Figures

- 1 Parental Structure of Probiotics Market
- 2 Evolution of Probiotics
- 3 Analysis of Probiotics Consumers
- 4 Driving Factor Analysis for Probiotics Market
- 5 The Global Probiotics Products Market – F&B, The Safest Bet
- 6 Analysis of The U.S. Probiotics Market – F&B Market With Highest Growth Potential
- 7 Probiotic Yogurts and Probiotic Cultured Drinks Are The Winners
- 8 Limited Congruence Between Efficiency and New Product Developments
- 9 20% New Products in The Global Probiotic Ice Cream Market Launched In The U.S Since 2004
- 10 Market Potential For Probiotics
- 11 Application of Probiotics – Probiotic Therapy Leading The Application's Market
- 12 Europe Files The Largest Number of Probiotics Patents
- 13 Number of Probiotics Patents Reducing Over The Years
- 14 Ganeden Biotech Files The Most Number of Patents

Sample Tables

| Global Probiotics Product Market Product | | | | | |
|--|------|------|------|------|----------------|
| | 2007 | 2008 | 2009 | 2014 | CAGR 2009-2014 |
| Functional foods | | | | | |
| Dietary Supplement | | | | | |
| Specialty nutrient | | | | | |
| Total | | | | | |

| Global Functional Foods and Beverage Market | | | | | |
|---|------|------|------|------|----------------|
| | 2007 | 2008 | 2009 | 2014 | CAGR 2009-2014 |
| Dairy products | | | | | |
| Non dairy beverages | | | | | |
| Breakfast cereal | | | | | |
| Baked goods | | | | | |
| Fermented meat products | | | | | |
| Dry-food probiotics | | | | | |
| Total | | | | | |

| Global Probiotic Functional Foods and Beverage Market | | | | | |
|---|------|------|------|------|----------------|
| | 2007 | 2008 | 2009 | 2014 | CAGR 2009-2014 |
| Europe | | | | | |
| Japan | | | | | |
| ROW | | | | | |
| U.S. | | | | | |
| Total | | | | | |

Sample Tables

Product Tables

| Global Probiotic Dietary Supplements Market | | | | | |
|---|------|------|------|------|----------------|
| | 2007 | 2008 | 2009 | 2014 | CAGR 2009-2014 |
| Food supplements | | | | | |
| Nutritional supplements | | | | | |
| Total | | | | | |

| Global Probiotic Dietary Supplements Market | | | | | |
|---|------|------|------|------|----------------|
| | 2007 | 2008 | 2009 | 2014 | CAGR 2009-2014 |
| U.S. | | | | | |
| Europe | | | | | |
| Asia | | | | | |
| ROW | | | | | |
| Total | | | | | |

| Global Probiotic Dairy Products Market | | | | | |
|--|------|------|------|------|----------------|
| | 2007 | 2008 | 2009 | 2014 | CAGR 2009-2014 |
| Yogurts | | | | | |
| Cheese | | | | | |
| Cultured drinks | | | | | |
| Butter | | | | | |
| Ice-cream | | | | | |
| Other frozen desserts | | | | | |
| Total | | | | | |

Sample Tables

Product Tables

| Global Probiotic Dairy Products Market | | | | | |
|--|------|------|------|------|----------------|
| | 2007 | 2008 | 2009 | 2014 | CAGR 2009-2014 |
| U.S. | | | | | |
| Europe | | | | | |
| Asia | | | | | |
| ROW | | | | | |
| Total | | | | | |

| Global Probiotic Non Dairy Beverages Market | | | | | |
|---|------|------|------|------|----------------|
| | 2007 | 2008 | 2009 | 2014 | CAGR 2009-2014 |
| Fruit juices | | | | | |
| Vegetable juices | | | | | |
| Smoothie | | | | | |
| Ginger beer | | | | | |
| Others | | | | | |
| Total | | | | | |

| Global Probiotic Non Dairy Beverages Market | | | | | |
|---|------|------|------|------|----------------|
| | 2007 | 2008 | 2009 | 2014 | CAGR 2009-2014 |
| U.S. | | | | | |
| Europe | | | | | |
| Asia | | | | | |
| ROW | | | | | |
| Total | | | | | |

Sample Tables

Product Tables

| Global Probiotic Baked Goods Market | | | | | |
|-------------------------------------|------|------|------|------|----------------|
| | 2007 | 2008 | 2009 | 2014 | CAGR 2009-2014 |
| Biscuits | | | | | |
| Chocolates | | | | | |
| Bread | | | | | |
| Muffins | | | | | |
| Others | | | | | |
| Total | | | | | |

| Global Probiotic Baked Goods Market | | | | | |
|-------------------------------------|------|------|------|------|----------------|
| | 2007 | 2008 | 2009 | 2014 | CAGR 2009-2014 |
| U.S. | | | | | |
| Europe | | | | | |
| Asia | | | | | |
| ROW | | | | | |
| Total | | | | | |

| Global Animal Feed Probiotics Market | | | | | |
|--------------------------------------|------|------|------|------|----------------|
| | 2007 | 2008 | 2009 | 2014 | CAGR 2009-2014 |
| U.S. | | | | | |
| Europe | | | | | |
| Asia | | | | | |
| ROW | | | | | |
| Total | | | | | |

Key Questions

What Makes Our Reports Unique/Why You Should Buy This Report?

- We provide the longest market segmentation chain in this industry- not many reports provide market breakdown upto level 5.
- Each report is about 250 pages with 100+ market data tables, 40 competitive company profiles, minimum 50 micro markets analyzed which are collectively exhaustive and mutually exclusive, 300 patents analyzed.
- No single report by any other publisher provides market data for all the segments viz products, services, applications, ingredients, technology, stakeholders in a single report for all the four geographies together- US, Europe, APAC, ROW.
- We provide 10% customization- normally it is researched that clients do not specific market intelligence what they are looking for. Our customization will ensure that you necessarily get the market intelligence you are looking for and we get a loyal customer.
- 15 pages of high level analysis including benchmarking strategies, best practices and the market's cash cows (BCG matrix). We conduct detailed market positioning, product positioning and competitive positioning. Entry strategies, gaps and opportunities are identified for all the stakeholders.
- Comprehensive market analysis for probiotics suppliers, probiotics product manufacturers, commercial research laboratories, dairy product manufacturers, confectionary product manufacturers, health supplement manufacturers, animal/poultry feed producers and biotechnology companies.

Key Questions Answered

- Which are the high growth segments/cash cows; how is the market segmented in terms of applications, products, ingredients, technologies, stakeholders.
- What are market estimates and forecast; which are markets are doing well and which are not?
- Where are the gaps and opportunities; what is driving the market;
- Which are the key playing fields? Which are the winning edge imperatives?
- How is the competitive outlook; who are the main players in each of the segments; what are the key selling products; what are their strategic directives, operational strength and product pipelines? Who is doing what?

Disclaimer

MarketsandMarkets strategic analysis services are limited publications containing valuable market information provided to a select group of customers in response to orders. Our customers acknowledge when ordering that MarketsandMarkets strategic analysis services are for our customers' internal use and not for general publication or disclosure to third parties.

Quantitative market information is based primarily on interviews and therefore, is subject to fluctuation.

MarketsandMarkets takes no responsibility for any incorrect information supplied to us by manufacturers or users.

No part of this strategic analysis service may be given, lent, resold or disclosed to non-customers without written permission.

Furthermore, no part may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the permission of the publisher.

For information regarding permission, contact:

Tel: 1-888-989-8004

Email: sales@marketsandmarkets.com

Copyright © 2010 MarketsandMarkets

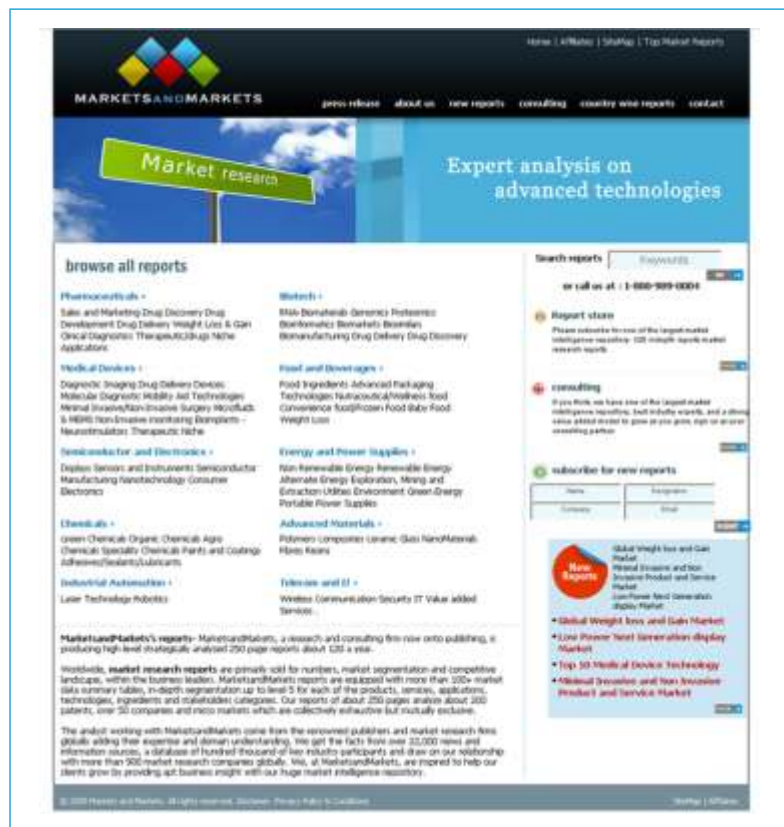
All Rights Reserved. This document contains highly confidential information and is the sole property of MarketsandMarkets. No part of it may be circulated, copied, quoted, or otherwise reproduced without the approval of MarketsandMarkets.

About MarketsandMarkets

We publish about 120 reports a year across 10 main industries. The reports are exhaustive, detailing about 50 micro markets and product segments, and featuring about 80 to 100 market data summary tables, 50 short company profiles, a five-level market breakdown, overviews of more than 300 patents, as well as analyses of the strategic and competitive landscape.

Our clients value our reports especially for the market insight we provide along with the market numbers. Our teams of specialized market analysts and domain experts work within a structured research process to deliver well-analyzed market reports to Fortune 1000 companies globally.

[Click here to learn more about us](#)



[Click here to visit our website](#)

Related Reports

Global Anti Counterfeit Packaging Market Food and Pharmaceuticals (2009-2014)

The World Health Organization (WHO) estimates that counterfeit drugs account for ten percent of all pharmaceuticals. The increasing use of internet for buying such drugs and foods online has further fuelled the growth of counterfeiting not only in developing countries, but also in developed countries as well. Thus companies are trying to come up with unique packaging techniques to avoid counterfeiting. The report provides such anti counterfeit packaging technologies such as holograms, security inks, RFID, taggants etc.

Report code: FB 1042

Price: \$4650

Global Nanotechnology Market (2009 - 2014)

Apart from its applications in electronics, medical and other high tech areas, nanotechnology is also used in the food security and food packaging sector. This report profiles the key players within this field and analyzes the latest developments, applications and trends in the nanotechnology in the food and beverage industry.

Report code: FB 1045

Price: \$4650

Global Food Encapsulation Market (2009 - 2014)

Microencapsulation and nanoencapsulation technologies have applications in a host of different industries, including F&B, agrochemicals, nutraceuticals, probiotics and pharmaceuticals. These technologies help encapsulate flavors in proteins during food formulation. This report will examine the latest technological trends in food encapsulation as well as the limitations of the process.

Report code: FB 1048

Price: \$4650