



# European Probiotic Market Insights Update 2022

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2017-2022

# The European Market of probiotic in 2022

**a promising market looking for better regulation**

The EU probiotic supplements market value is **1,6 billion EUR**



25% of the global sales

**EU PROBIOTIC MARKET**

**9,5 billion EUR**



**PROBIOTIC YOGHURTS**



The EU is the 2nd largest market in the World

**5,04 billion EUR**



**SOUR MILKS**



EU represents 47% of global sales of Sour Milk products



**A dynamic market:  
the online sales of  
PROBIOTIC  
SUPPLEMENTS  
are driven by the  
EU countries**



**2018 to 2021**

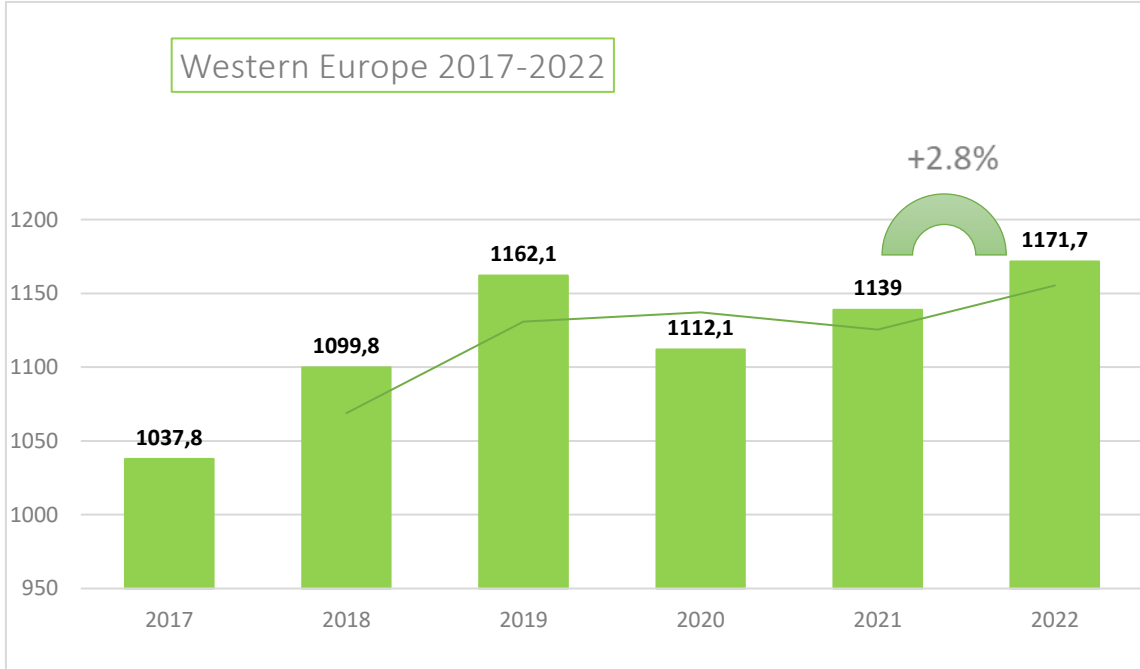
**+81%**



Data source:  
Lumina 2022

## PROBIOTIC SUPPLEMENTS IN EUROPE

The total sales for probiotic supplements in Europe (Western and Eastern Europe) for the year 2022 is 1647,5 EUR million.

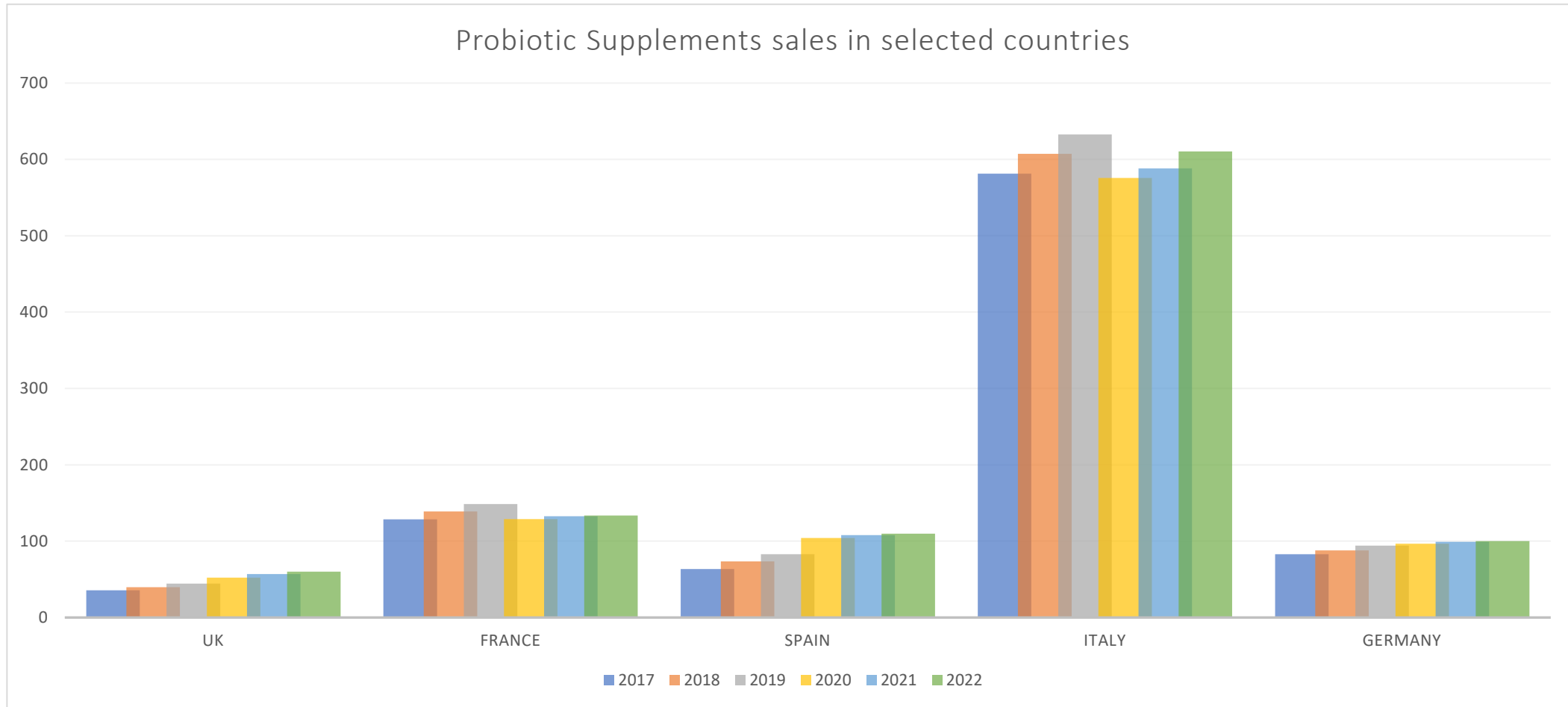


The market of probiotic supplements in Western Europe was valued 1037,8 EUR million in 2017 and reached 1171,7 EUR million in 2022.



The Eastern Europe market was valued 509,7 EUR million in 2017 and stabilized at 475,8 EUR million in 2022.

## PROBIOTIC SUPPLEMENTS SALES IN SELECTED COUNTRIES

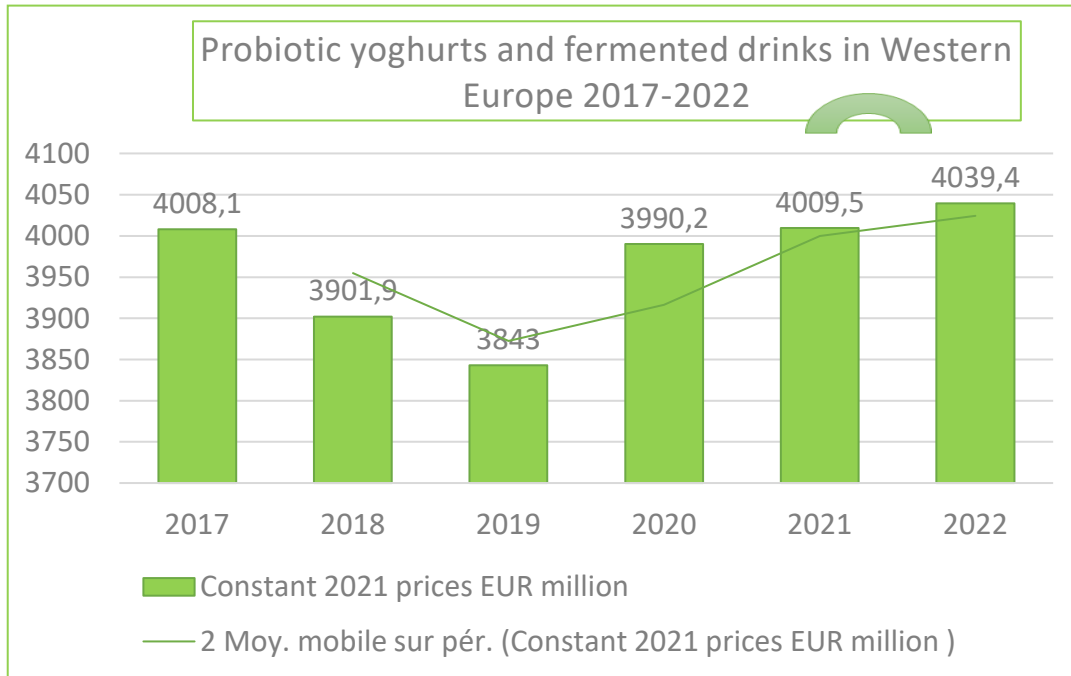


The total sales of the UK, France, Spain, Italy and Germany for the year 2022 is of 1013,7 EUR million. These countries summed up represent approximately 61% of the European market of probiotic supplements.

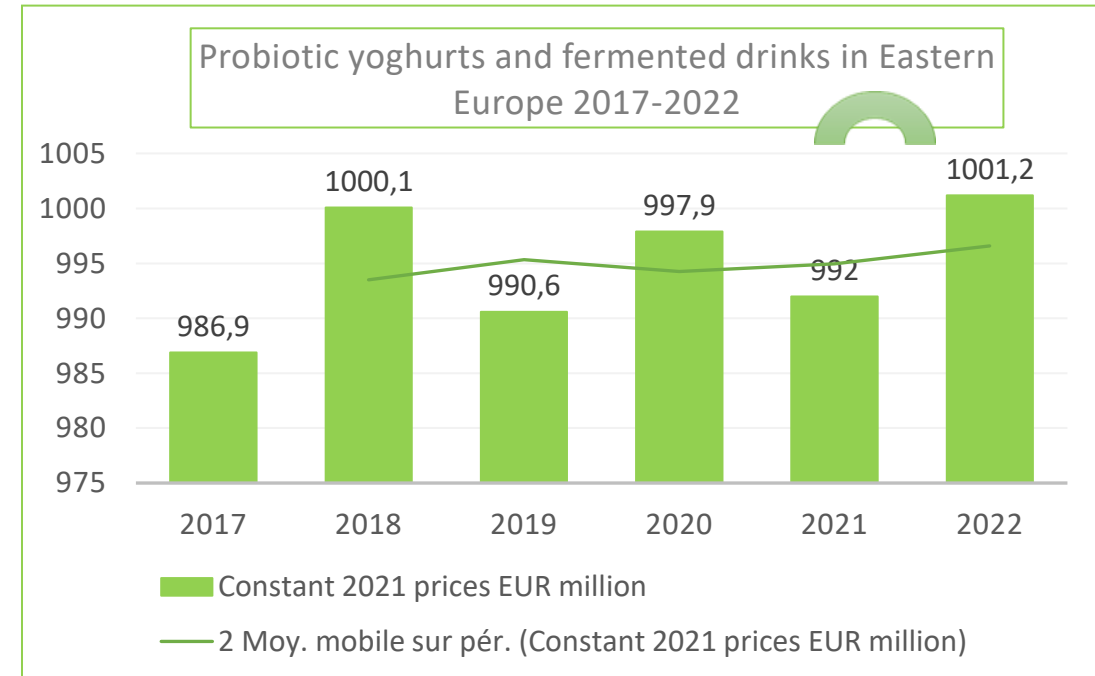
*Source: IPA on Euromonitor International Data*

## PROBIOTIC YOGHURTS AND FERMENTED DRINKS IN EUROPE

**In 2021, the European market (Western and Eastern Europe) was worth 5 EUR billion, it reached 5.04 EUR billion in 2022 (+0.8% increase from 2021).**

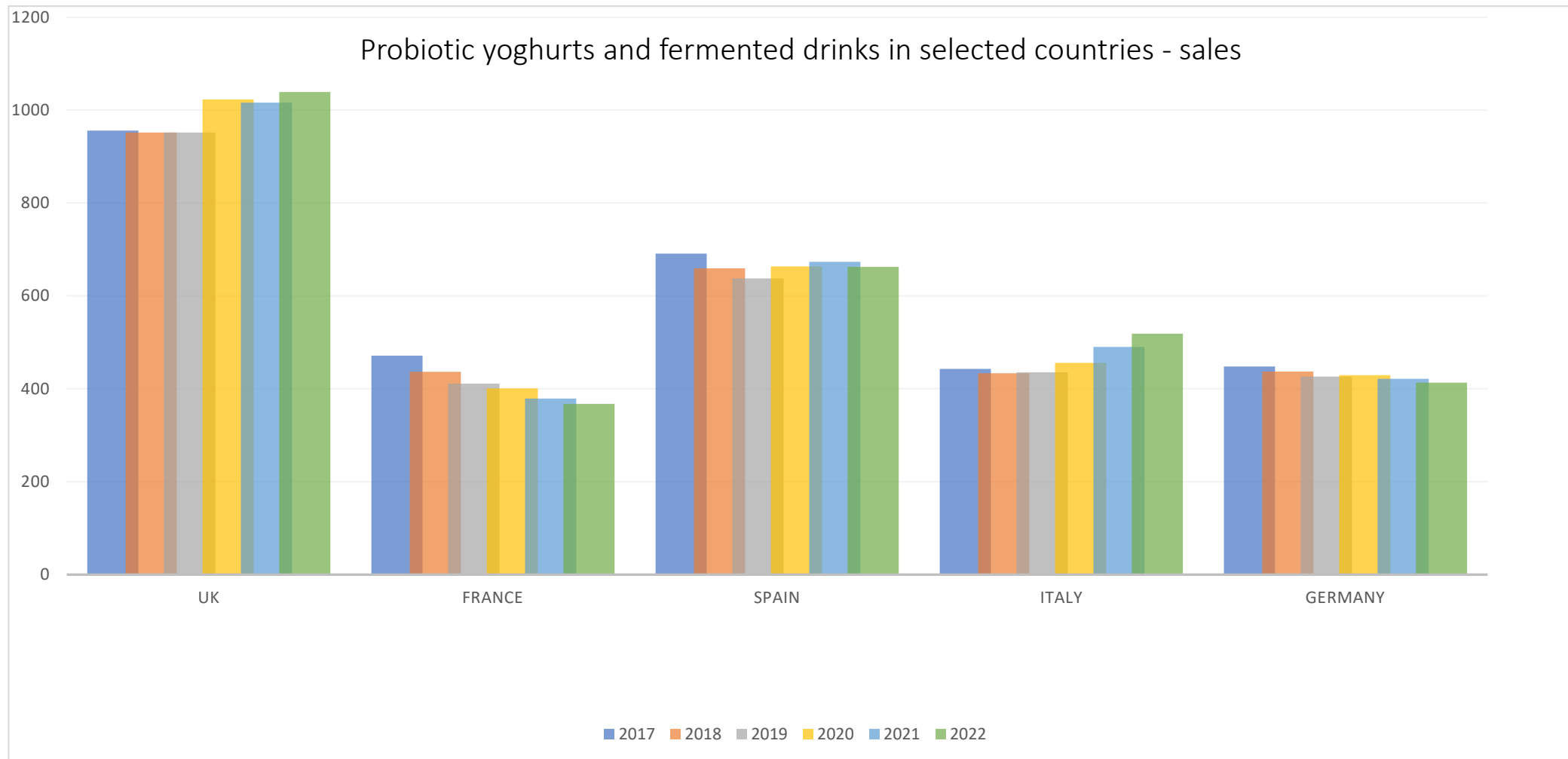


The Western Europe market was valued at 4008,1 EUR million in 2017 and reached 4.039,4 EUR million in 2022 (+0.74% from 2021)



The Eastern Europe market was valued at 986,9 EUR million in 2017 and reached 1001,2 EUR million in 2022 (+0.92% from 2021).

## PROBIOTICS YOGHURTS AND FERMENTED DRINKS IN SELECTED COUNTRIES - SALES

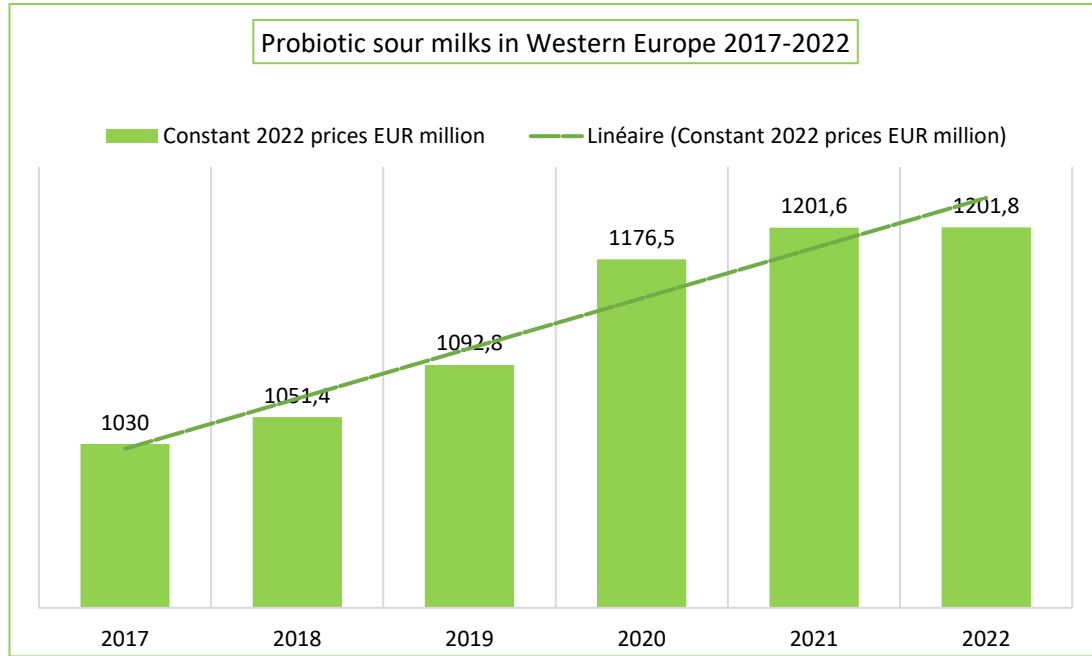


The total sales of the UK, France, Spain, Italy and Germany market for the year 2022 is 3000,8 EUR. Million.

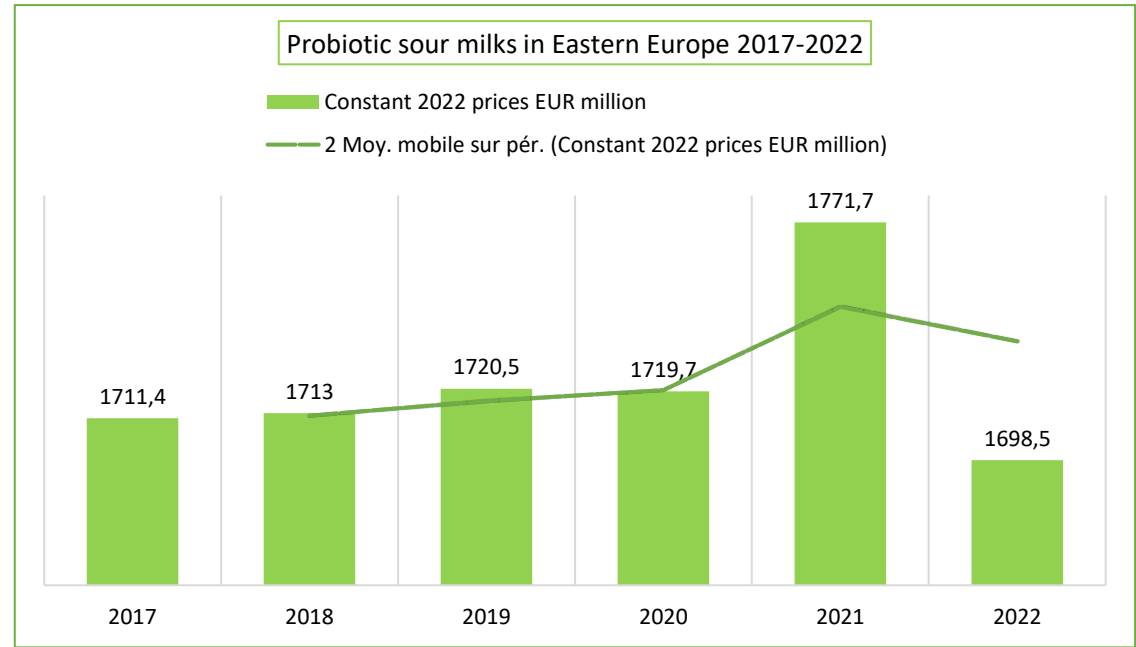
*Source: IPA on Euromonitor International Data*

# PROBIOTIC SOUR MILKS IN EUROPE

The total worth of the EU market of sour for the year 2022 is valued at 2900,3 EUR million.



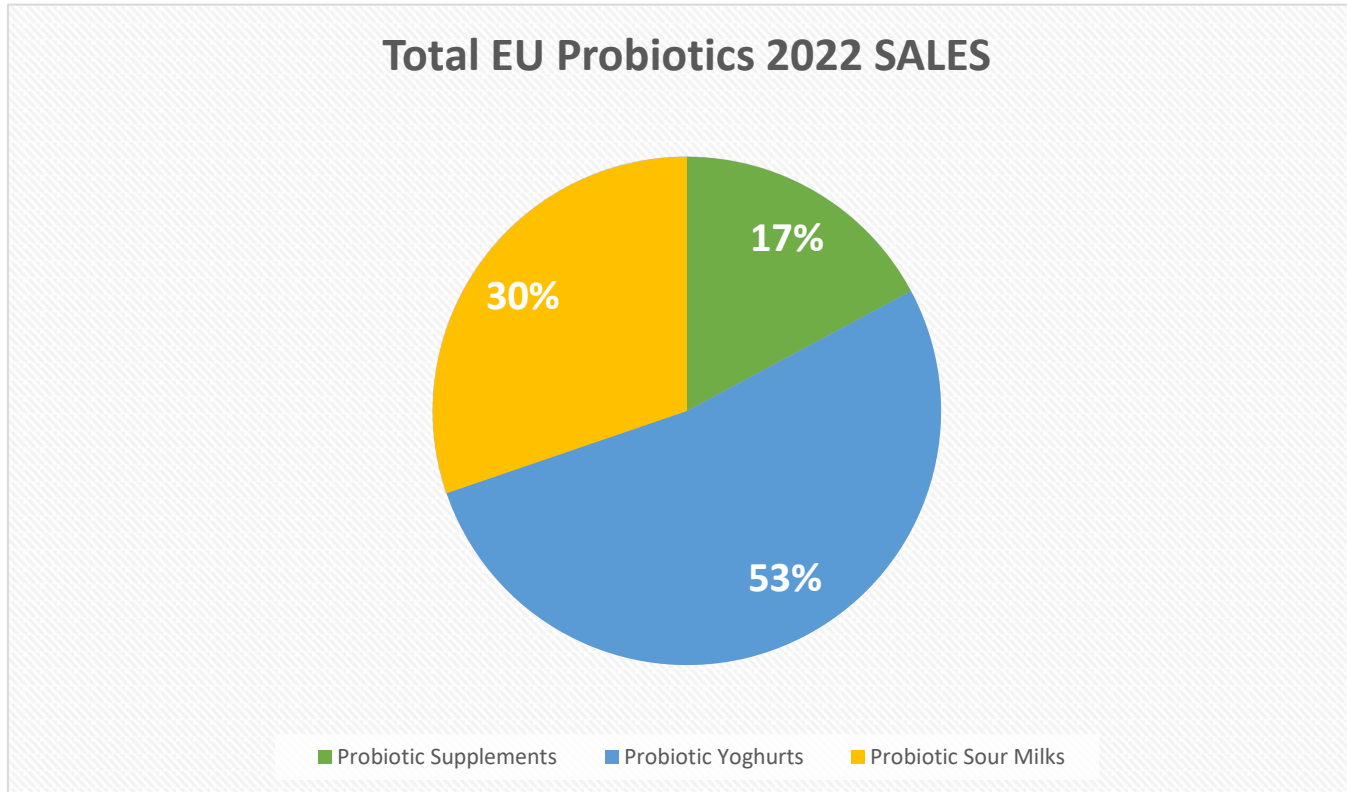
Western Europe market valued at 1030 EUR million in 2017 and reached 1201,8 EUR million in 2022, with a slight increase from 2021 to 2022.



Eastern Europe market valued at 1711,4 EUR million in 2017 and dropped to 1698,5 EUR million in 2022 (-4.13% from 2021 to 2022).



## TOTAL EU PROBIOTICS 2022 SALES



The European retail value of probiotic food and food supplements in 2022, including probiotic supplements, probiotic yoghurts and dairy based products, probiotic sour milks, reached **9.5 billion euros**.

# Appendix: Product definitions

| Industry        | Category                         | Definition  |
|-----------------|----------------------------------|---|
| Sector          |                                  |   |
| Consumer Health | Vitamins and Dietary Supplements | It is the aggregation of Dietary Supplements, Vitamins, Paediatric Vitamins and Dietary Supplements, and Tonics.  |
| Consumer Health | Dietary Supplements              | It is the aggregation of all dietary supplements: Minerals, fish oils/omega fatty acids, garlic, ginseng, ginkgo biloba, evening primrose oil, Echinacea, St John's Wort, protein supplements, probiotic supplements, eye health supplements, co-enzyme Q10, glucosamine, combination herbal/traditional supplements, non-herbal/traditional supplements, and all other dietary supplements specific to country   |
| Consumer Health | Probiotic Supplements            | Beneficial bacteria, such as Lactobacillus acidophilus and bifidus and some other proprietary probiotic strains, are called probiotics. Probiotic bacteria favourably alter the intestinal micro flora balance, inhibit the growth of harmful bacteria, promote good digestion, boost immune function, and increase resistance to infection. Only include dietary supplement forms and probiotics approved as OTC drugs (usually considered as diarrhoeal remedies). Include saccharomyces boulardii probiotics. Exclude all spoonable and drinking probiotic/prebiotic yoghurt, which are tracked in the Health and Wellness (HW) system. Exclude prebiotics.  |
| Packaged Food   | FF Probiotic Yoghurt             | This category includes fortified/functional products. When identifying fortified/functional products, we focus on products to which health ingredients or/and nutrients have been added as well as brands that are positioned to deliver a certain functionality. To be included here the enhancement has to be highlighted in the label or hold a health claim/nutritional claim. Fortified/functional food and beverages provide health benefits beyond their nutritional value and/or the level of added ingredients wouldn't normally be found in that product. To merit inclusion in this category, the defining criterion here is that the product must have been actively fortified/enhanced during production. As such, inherently healthy products such as 100% fruit/vegetable juices are only included under "fortified/functional" if additional health ingredients (e.g. calcium, omega-3) have been added. To be included, the health benefit needs to form part of positioning/marketing of the product. |

## References & Contact Details

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The **International Probiotics Association – Europe (IPA Europe)**, is an international non-profit organisation based in Brussels. **IPA Europe** brings together a unique forum of worldwide leading producers of probiotics and of the parent organisation IPA.

The **IPA Europe mission** is: to gain acceptance of the term «probiotic» throughout Europe, as a defined category and to create a favourable environment for probiotics.

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