

## Probiotics & EU Policies: IPA Europe calls for a Holistic approach to Probiotics in the EU, for Informed Consumers and Competitive Food Industry

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**Brussels, 30 January 2025** – MEP **Pietro Fiocchi**, with the support of **IPA Europe**, hosted a policy breakfast discussion titled "Probiotics & EU Policies: A Nutritious Breakfast" at the European Parliament in Brussels. The event brought together policymakers, industry leaders, and experts to discuss the scientific basis of probiotics, as well as regulatory perspectives and consumer awareness in the EU. MEP Christine Schneider also joined the debate, highlighting the importance of transparency and accurate consumer information.

### **Better Regulation: A Key Priority**

A modernized EU food strategy must balance global competitiveness with sustainability and innovation. The European Parliament's resolution on Regulation (EC) No 1924/2006, which governs nutrition and health claims in food, acknowledged the need for revision and updates to reflect scientific progress and market developments. Clear, science-based regulations will boost European leadership in health and nutrition, reinforce the European Market, and enhance consumer confidence.

*"IPA Europe, representing the European industry of probiotic foods and food supplements urges EU institutions to prioritize proportional and coherent rules on the European probiotic food and food market, to ensure EU policies are fit for competitiveness. Making food regulations simpler, lighter, and faster, will ensure a thriving industry, informed consumers, and a stronger global position for European products".*

**Probiotics Market: Balancing Innovation and Consumer Needs.** With €10 billion in probiotic sales in Europe and rising consumer demand, the sector is thriving. However, EU regulations, based on 2007 EC guidance, prevent producers from using the term "probiotic" in marketing and labeling, hindering innovation and consumer understanding. This lack of harmonization within the

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<sup>1</sup> IPA Europe is the European chapter of IPA, the International Probiotics Association; it was established in Brussels in 2015. The members of IPA Europe are Companies directly engaged in the manufacture of probiotic cultures or probiotic foods, supplements, nutritionals or therapeutic products. 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 in Europe. The IPA Europe Manifesto sets priorities and recommendations: <https://www.ipaeurope.org/a-holistic-approach-to-probiotics-in-the-eu-for-informed-customers-and-a-sustainable-food-industry/>

EU contrasts with other regions worldwide, and creates confusion for consumers who easily can find such products online.

**Science & Consumer Trust: Ensuring Transparency and Clarity.** Probiotic microorganisms have a long-standing scientific foundation, with extensive research on gut microbiota and health benefits. The 2001 WHO/FAO definition of probiotics is widely recognized globally, yet the EU has not aligned with this standard, leading to regulatory inconsistencies across member states. A better EU framework for probiotic food and food supplements would strengthen consumer trust, ensure transparent communication, and support innovation within the food and health sector.

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