

Are probiotics boosting SA's digestive health industry growth?

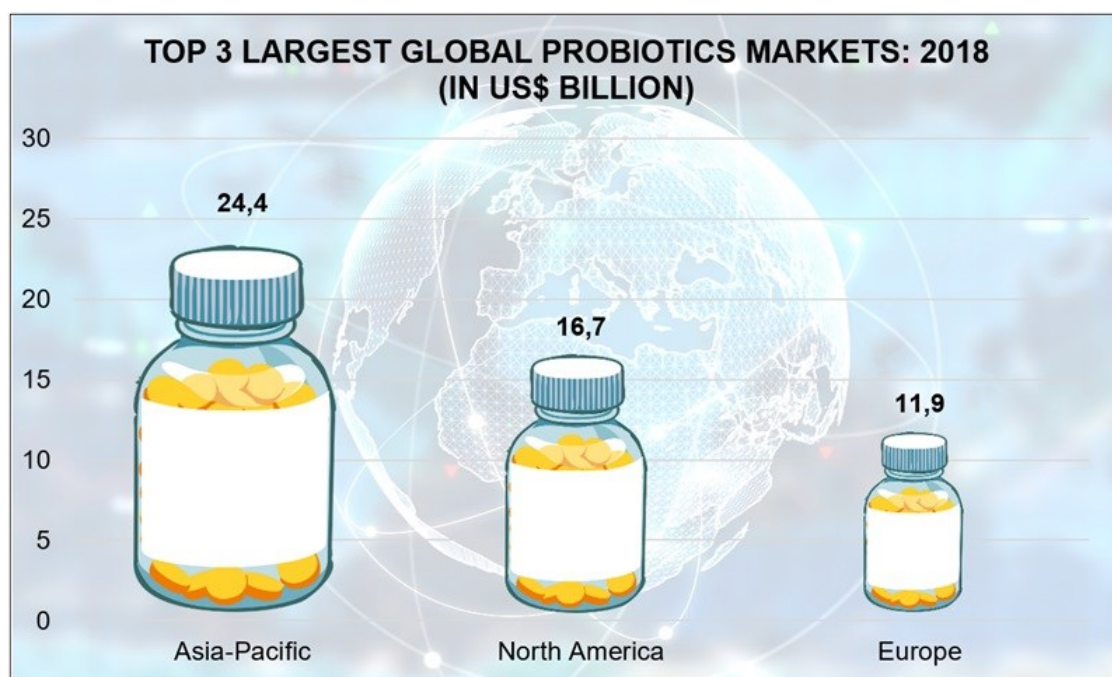
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Increasingly, health-conscious consumers are starting to follow their gut when looking for ways of mitigating the negative health effects of increasingly stressful lifestyles and unhealthy eating habits. A growing number of consumers are using probiotics to prevent and manage their digestive, as well as general, health issues.

Insight Survey's latest *SA Digestive Health (Probiotics) Industry Landscape Report 2018* uncovers the global and local markets based on the latest information and research. It describes the market drivers and restraints as well as the relevant global and local market trends to present an objective insight into the South African probiotics industry environment, market dynamics and its future.

The global probiotics market is valued at US\$45.7 billion in 2018 and is predicted to grow at a compound annual growth rate (CAGR) of 6.2% between 2018 and 2024. As illustrated in the graph below, Asia-Pacific is the largest regional probiotics market in 2018, with US\$24.4 billion, followed by North America and Europe with US\$16.7 billion and US\$11.9 billion respectively.



Source: [MarketDataForecast1](#); [MarketDataForecast2](#); [MarketDataForecast3](#) Graphics by Insight Survey

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In the South African market, the probiotic supplements market grew by a very significant compound annual growth rate (CAGR) of 21.6% between 2012 and 2017 – admittedly off a low sales value base. The market is forecast to continue to grow at a robust CAGR of 15.7% for the period 2018-2022.

Schieber Research has indicated that digestive health is predicted to become the number one priority for these consumers in the year to come, with their preferred go-to product being probiotic supplements. Furthermore, Dr Arien van der Merwe of Health Solutions in South Africa indicates that the regular use of probiotics play an important role in healing and preventing gastrointestinal problems as well as allergies.

However, despite the many associated benefits of probiotics consumption, sales remain relatively small compared to other

healthcare sectors and products. This is most likely primarily due to a lack of general consumer awareness regarding the many publicised benefits of probiotics. Generating awareness could be key to unlocking the market potential in the South African market, with emphasis on consumer education.

The **South African Digestive Health (Probiotics) Industry Landscape Report 2018** (96 pages) provides a dynamic synthesis of industry research, examining the local and global probiotics industry from a uniquely holistic perspective, with detailed insights into the entire value chain – from manufacturing to competitor analysis, retailing, pricing and purchasing trends.

Some key questions the report will help you to answer:

- What are the current market dynamics of the global probiotics industry?
- What are the latest SA probiotic industry trends, drivers, and restraints?
- What are the value and volume trends in the SA probiotic supplements market (2012-2017) and forecasts (2018-2022)?
- Who are the key manufacturing and retail players in the SA probiotics industry?
- What are the prices of probiotics at retail outlets and pharmacies?

Please note that the 96-page report is available for purchase for R25,000 (excluding VAT). Alternatively, individual sections can be purchased for R9,000 (excluding VAT). For additional information simply contact us at info@insightsurvey.co.za or directly on (021) 045-0202.

For a full brochure please go to: [South African Digestive Health \(Probiotics\) Landscape Report 2018](#).

About Insight Survey:

Insight Survey is a South African B2B market research company with more than 10 years of heritage, focusing on business-to-business (B2B) and industry research to ensure smarter, more profitable business decisions are made with reduced investment risk.

We offer market research solutions to help you to successfully improve or expand your business, enter new markets, launch new products or better understand your internal or external environment.

Our bespoke Competitive Business Intelligence Research can help give you the edge in a global marketplace, empowering your business to overcome industry challenges quickly and effectively, and enabling you to realise your potential and achieve your vision.

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