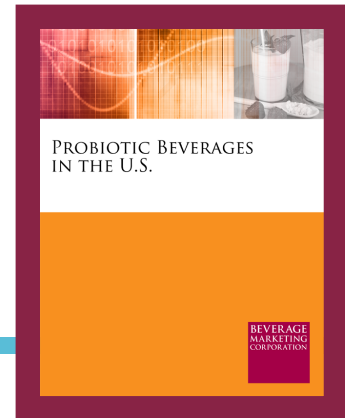


# NEW! PROBIOTIC BEVERAGES IN THE U.S.

**2020 EDITION** (Published April 2020. Data through 2019. Market projections through 2024.) More than 20 pages, with extensive text analysis, graphs, charts and tables



**W**ill the decelerating probiotic beverage market return to double-digit gains again?

Beverage Marketing Corporation considers the possibilities in its new industry report entitled: *Probiotic Beverages in the U.S.* The question is a particularly important one as this report analyzes a beverage type that is relatively new and bridges the gap between food and beverages. Its success is one that has -- and will -- inspire continued innovation within the category as well as for other fledgling segments. Already, new entrants have stretched the boundaries of the category definition beyond its traditional yogurt beverage roots. Although probiotic beverages have become steady growers, entrepreneurs and market veterans alike can glean key insights on future innovation, market trends and consumer drivers. Potential impact of the coronavirus pandemic is also discussed.

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HAVE  
QUESTIONS?

Contact Charlene Harvey: 212-688-7640 x 1962  
[charvey@beveragemarketing.com](mailto:charvey@beveragemarketing.com)

BEVERAGE  
MARKETING  
CORPORATION

BEVERAGE MARKETING CORPORATION  
850 Third Avenue, 13<sup>th</sup> Floor, New York, NY 10022  
Tel: 212-688-7640 Fax: 212-826-1255

## THE ANSWERS YOU NEED

This brief but insightful market report measures the commercial market for RTD probiotic beverages, providing volume, retail and wholesale dollar sales, covers top brands and discusses key issues in the probiotic beverage segment. BMC's exclusive five-year projections are also included. Questions answered include:

- What are probiotics, prebiotics and symbiotics and how did they evolve in the U.S. from food to quasi-beverages?
- Which are the leading brands? How large are they in terms of volume sold and wholesale dollar value?
- How consolidated is the RTD probiotic beverage market? In other words, how difficult is it for a large strategic to capture a significant percentage of market share?
- Why has the category been successful? How does it relate to the rest of the better-for-you beverage market?
- How much is the RTD probiotic market expected to grow in the next five years? What are the growth drivers and headwinds going forward? What is the potential impact of the Covid-19 pandemic on this emerging sector?

## THIS REPORT FEATURES

This report examines an evolution of gut-health from yogurt to RTD drinks that utilize probiotics and prebiotics. The presentation of industry research begins with an overview of the RTD probiotic market. It then analyzes various brands and the companies behind them, taking note of innovations they have achieved and the marketing strategies behind them.

After outlining this context, the report describes the issues likely to determine what is next in the U.S. RTD probiotic beverage marketplace and projects market size five years into the future. In this report, readers get a thorough understanding of all facets of the probiotic beverage market including:

- Wholesale and retail dollar sales and volume of the RTD probiotic beverage market going back to 2012.
- Discussion of the main competitors and their likely prospects, including analysis of the strategies of the largest brands in the segment.
- Volume and value data (gallons and wholesale dollar sales) for key brands including Lifeway Kefir, Suja Yakult, GoodBelly, Hellowater and others.
- Analysis of the prospects of the RTD probiotic beverage market in the next five years, with Beverage Marketing's wholesale dollar and volume category projections to 2024.



# PROBIOTIC BEVERAGES IN THE U.S.

BEVERAGE  
MARKETING  
CORPORATION

# Probiotic Beverages In the U.S.

April 2020

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RESEARCH • DATA • CONSULTING

**NOTE:** The information contained in this report is confidential and solely intended for the benefit of the immediate recipient hereof.

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Following the success of such products in Europe and Japan, major companies have created a market for “gut health” in the U.S. over the past decade. While there have been several “pure plays” in that realm, beverage marketers from other categories have been rushing to add probiotics to their own offerings to ride this wave — aided in part by an easy-to-include probiotic ingredient called BC-30 offered by Ganeden, which has racked up hundreds of users by now. The rich probiotic content is a key attribute promoted by marketers of the fast-growing kombucha category, but brands involved in cold-pressed juice, tea and soda are among others that have added a probiotic lift to their lines seeking differentiation and premiumization.

- Gut-health products are classified as probiotic, prebiotic or symbiotic. According to Iowa State University, a probiotic is a “product containing live microorganisms in sufficient numbers to alter the microflora in a compartment of the body (stomach, intestine, or other) and thereby exert a beneficial health effect.” It states that a prebiotic is “a product containing a non-digestible food ingredient that produces health benefits by selectively stimulating the growth or activity of one or more bacteria in the colon.” Likewise, symbiotics are products containing both a probiotic and prebiotic “that selectively stimulate growth of bacteria in the large intestine.”
- Thus, so-called probiotics, which are found mostly in yogurts and other cultured dairy products in the U.S., are “friendly” bacteria that are said to aid in digestion. These friendly bacteria populate the gut and help to counteract disease. Bacteria-infused products are also touted as an antidote to the side effects caused by antibiotics. Some claim that probiotics play a role in counteracting colon cancer, high cholesterol, high blood pressure and even yeast infections, but skeptics state there is a lack of scientific consensus in this regard. Lately, prebiotic entries have also been coming on strong.
- Probiotics are available in a relatively wide array of products in Japan and Europe. There is a question, however, of how wide the product range will be in the U.S. Pills and yogurt have been the main vehicles for friendly bacteria in the U.S. Yogurt has become popular in the U.S. as a health food even as most people have never heard the term “probiotic” and many do not focus on the fact that yogurt contains bacteria.
- A category related to yogurt, kefir, which is dominated in this country by Lifeway Foods, also has made much of its ability to deliver live probiotics to consumers as part of their daily regimen. In foodie meccas, at least, kefir seems to be rising rapidly on the radar: in the Bay Area of Northern California, for instance, kefir has turned up as an on-tap item, alongside or sometimes instead of kombucha.

Exhibit 7

**LEADING PROBIOTIC BEVERAGE BRANDS**  
**CHANGE IN VOLUME**  
**2015 – 2019**

Brand	2014/15	2015/16	2016/17	2017/18	2018/19
Lifeway Kefir	100%	100%	100%	100%	100%
Suja	100%	100%	100%	100%	100%
Yakult	100%	100%	100%	100%	100%
GoodBelly	100%	100%	100%	100%	100%
Hellowater	100%	100%	100%	100%	100%
Farmhouse Culture	100%	100%	100%	100%	100%
Obi Probiotic Soda	100%	100%	100%	100%	100%
Olipop	100%	100%	100%	100%	100%
Living Apothecary	100%	100%	100%	100%	100%
<b>Subtotal</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
All Others	100%	100%	100%	100%	100%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Source: Beverage Marketing Corporation