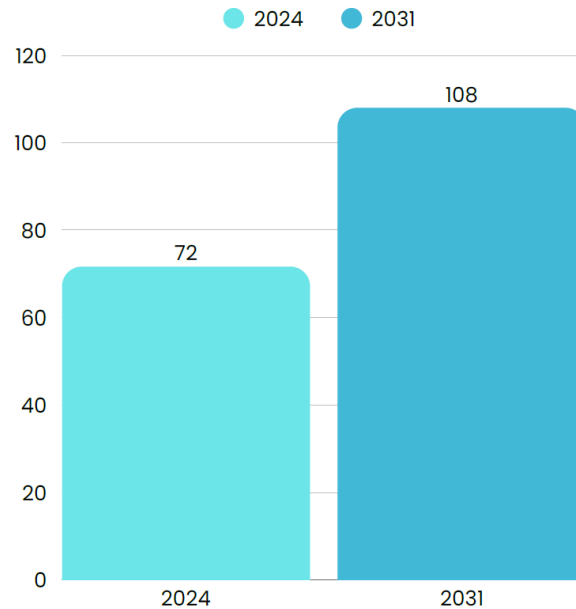


# How probiotics are **SHAPING THE MARKET IN 2025**



## **The Probiotics Market Size**

USD 71.6 billion in 2024

Growing at a CAGR of 7.1%

The U.S. probiotics market is one of the most valuable globally, with an estimated value of USD 13.9 billion in 2024 (1).



## ***What's driving growth?***

- 01. Consumer interest in gut health, the microbiome, immunity, mood and mental health, and skin health**
- 02. A growing aging population**
- 03. An expansion of e-commerce platforms**
- 04. Shift toward functional foods, preventive healthcare, and natural wellness**

# Introducing **BACILLUS COAGULANS PROBC PLUS**



## ProBC Plus

**Bacillus coagulans  
LMG S-31876**

**Highly resilient GRAS spore-forming  
probiotic ingredient for gut,  
immune, and nutrition support**



ProBC Plus (*Bacillus coagulans* LMG S-31876) is a novel, highly stable spore-forming probiotic ingredient for functional foods and supplements that target immunity, stress, and nutrition.

ProBC Plus survives in almost any food or beverage product. As a highly resilient strain, ProBC Plus can withstand the harsh environments of the gastrointestinal tract, the manufacturing processes, and product storage throughout its shelf life.

ProBC Plus received Generally Recognized as Safe (GRAS) designation from the U.S. Food and Drug Administration (FDA) in 2024.

## Key Attributes



### **Exceptional stability**

for processing, shelf life, and use



### **Versatility**

suitable for diverse supplement, food, beverage applications



### **Clinically documented**

backed by 3 clinical trials and dozens of published research papers

# ProBC Plus

## MARKET APPLICATIONS



### BACILLUS STRAINS IN FUNCTIONAL FOODS AND BEVERAGES

- Impart a richer flavor and texture
- May increase nutritional value
- Shorten fermentation time
- May improve safety and degradation
- Opportunity to reduce salt levels



### IN DIETARY SUPPLEMENTS

- Exceptional stability in processing, shelf life, and use
- Remains viable during passage through the gut
- Targets key areas of consumer health and demand for non-dairy probiotics
- May be marketed as unique in probiotic supplementation



### ESTABLISHED BACILLUS FORMULATIONS:



Powders



Liquids



Capsules



Tablets



### EMERGING BACILLUS FORMULATIONS:



Bars & chocolates\*



Gummies\*



Bread\*



RTDs



Soft drinks & kombucha (31)

\*Abode Biotec case studies available upon request.