



Health and wellness food trends in Europe

HEALTH AND WELLNESS FOOD TRENDS IN EUROPE

Table of Contents

Table of Contents

01 Overview

Global health and wellness food market value 2020 & 2026	<u>02</u>
Global healthy food & beverage sales 2020, by category	<u>03</u>
Total global dietary supplements market size 2016-2028	<u>04</u>
Global market value of superfoods 2020-2026	<u>05</u>
Regional breakdown of the size of the global dietary supplements market 2018-2026	<u>06</u>
Self-medication: sales of vitamins and minerals in Europe by country 2020	<u>07</u>
Worldwide sales of organic foods 1999-2019	<u>08</u>
Retail sales value of meat substitutes in Europe 2010-2025	<u>09</u>
Average annual spending on health and fitness in selected European countries in 2019	<u>10</u>
Average annual spending on supplements in European countries in 2019, by type	<u>11</u>

02 Organic

European Union and Europe: organic retail sales value from 2004 to 2019	<u>13</u>
Organic products: retail sales value in selected countries in Europe in 2019	<u>14</u>

Table of Contents

Distribution of organic retail sales in the European Union (EU-28) in 2019	<u>15</u>
Retail sales share of organic products in selected countries in Europe in 2019	<u>16</u>
Per capita consumption of organic food in the European Union (EU-28) 2005-2019	<u>17</u>
Organic food: per capita spending in selected countries in Europe 2019	<u>18</u>
Organic market share of meat in selected countries in Europe 2019, in sales value	<u>19</u>
Market share of organic bread in selected countries Europe 2019	<u>20</u>

03 Meat consumption and substitutes

Per capita consumption of meat in Europe 2000-2030, by type	<u>22</u>
Share of vegetarians, vegans, and pescatarians in selected European countries in 2021	<u>23</u>
Vegetarianism and veganism among young adults in selected European countries 2021	<u>24</u>
Retail sales value of meat substitutes in Western Europe 2021, by category	<u>25</u>
Retail sales value of grain-based meat substitutes in Western Europe 2015-2022	<u>26</u>
Retail sales value of soy meat substitutes in Western Europe 2015-2022	<u>27</u>
Retail sales value of plant based meat substitutes in Western Europe 2015-2022	<u>28</u>

Table of Contents

Meat substitutes market size in selected countries in Europe 2019/2020	<u>29</u>
Sales growth of plant-based meat products in selected European countries in 2019/2020	<u>30</u>

04 Probiotics

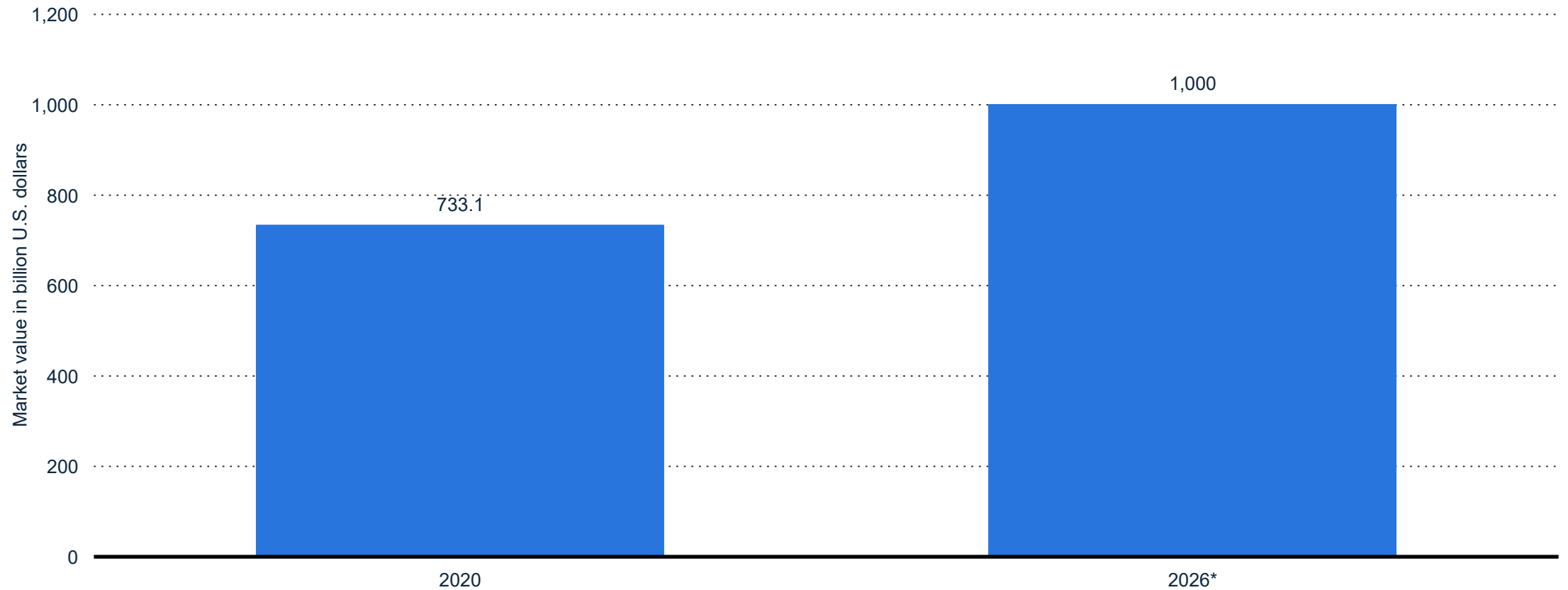
Forecast of the probiotic supplements market value in Europe 2017-2027	<u>32</u>
Probiotic supplements market value in Europe 2017-2027, by application	<u>33</u>
Forecast of the online probiotic supplements market value in Europe 2017-2027	<u>34</u>
Probiotic supplements market value in Europe 2017-2027, by source	<u>35</u>
Forecast of the probiotic supplements market value in Europe 2017-2027, by form	<u>36</u>
Forecast market value of dry probiotic supplements in Europe 2017-2027, by type	<u>37</u>

HEALTH AND WELLNESS FOOD TRENDS IN EUROPE

Overview

Health and wellness food market value worldwide in 2020 and 2026 (in billion U.S. dollars)

Global health and wellness food market value 2020 & 2026



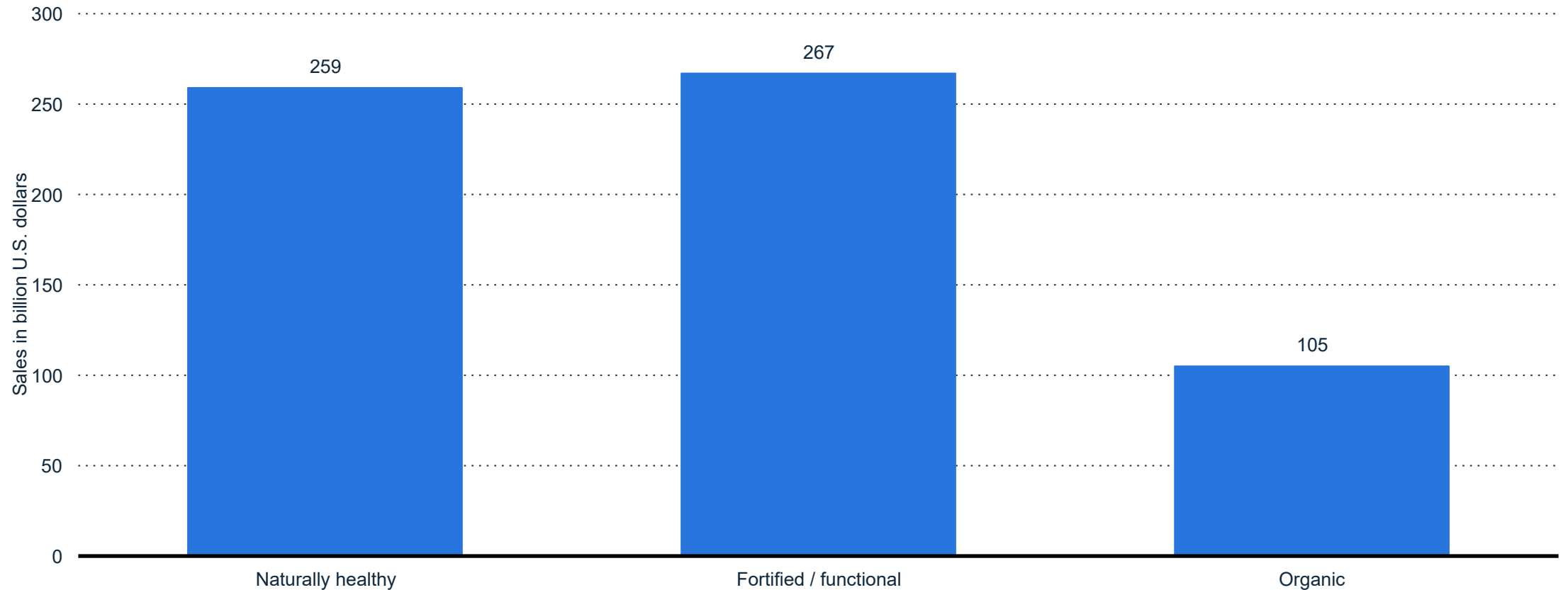
Note(s): Worldwide; 2021

Further information regarding this statistic can be found on [page 39](#).

Source(s): Various sources (StrategyR); Statista estimates; [ID 502267](#).

Global health food and beverage sales as of 2020, by product category (in billion U.S. dollars)

Global healthy food & beverage sales 2020, by category



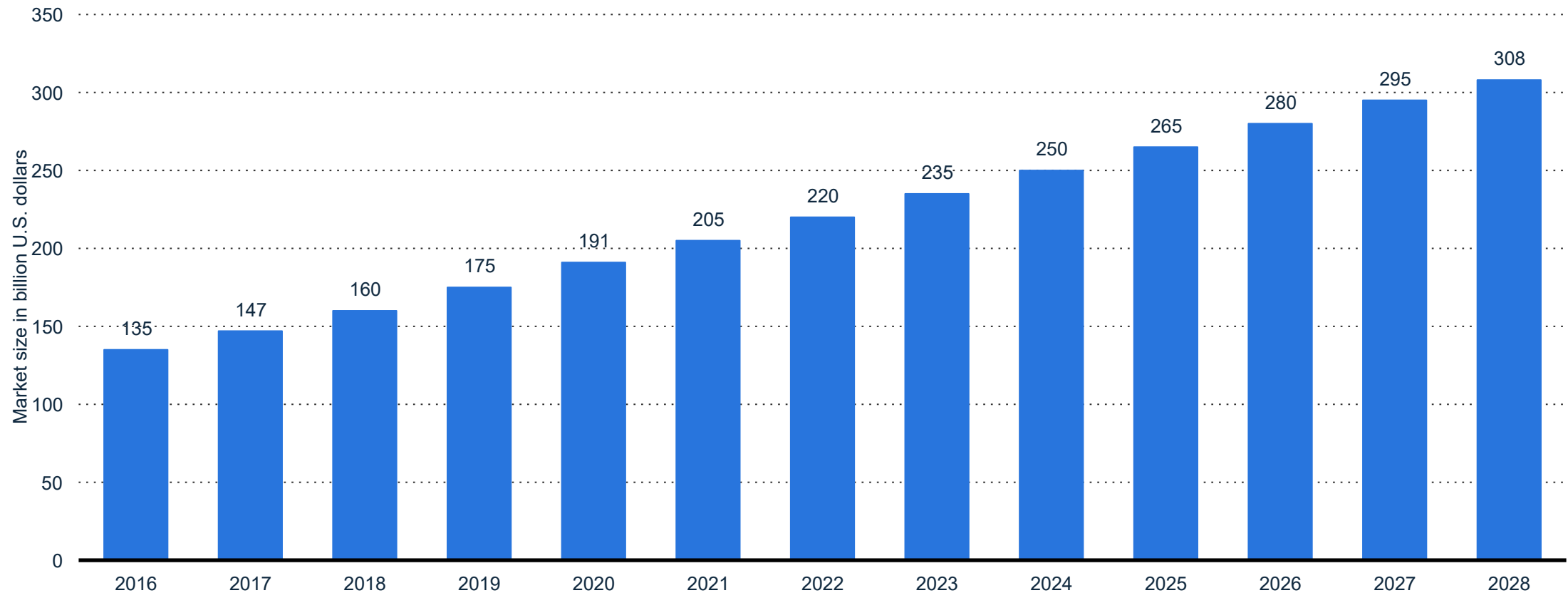
Note(s): Worldwide; as of 2020

Further information regarding this statistic can be found on [page 40](#).

Source(s): Euromonitor; IFT; [ID 253257](#)

Total dietary supplements market size worldwide from 2016 to 2028 (in billion U.S. dollars)

Total global dietary supplements market size 2016-2028



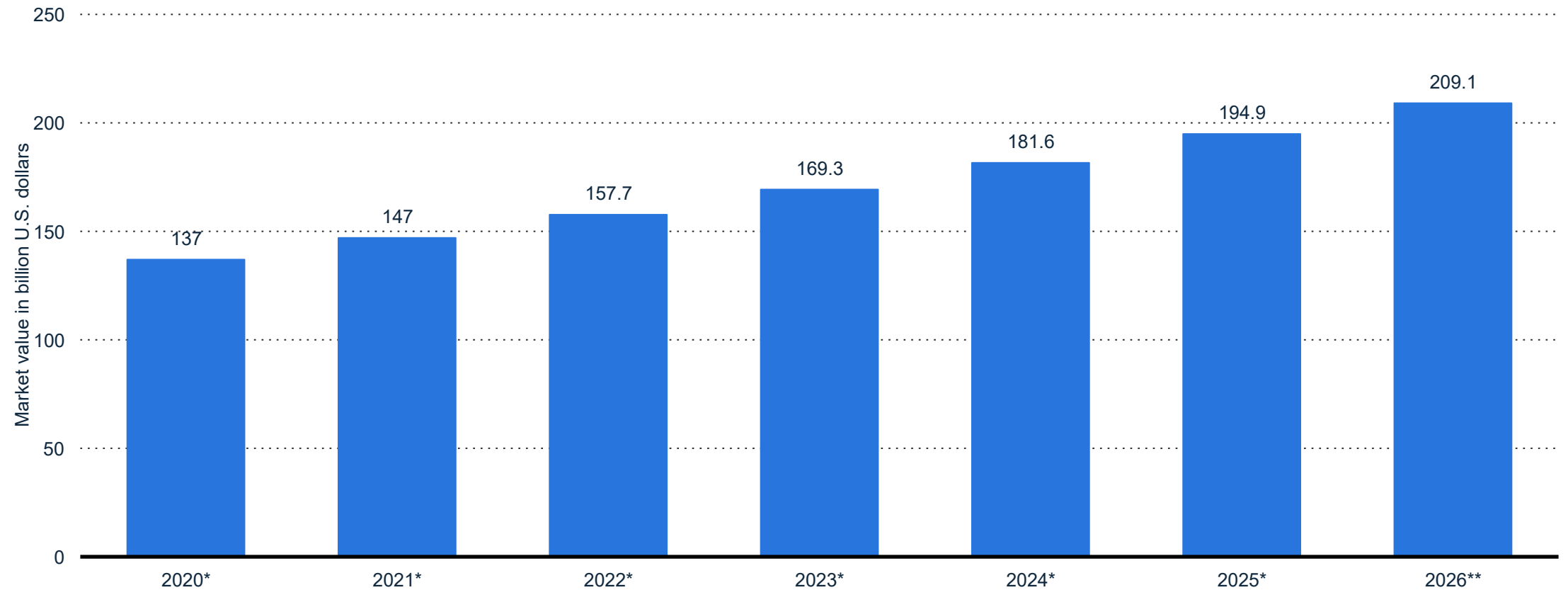
Note(s): Worldwide; as of June 2021

Further information regarding this statistic can be found on [page 41](#).

Source(s): Statista estimates; Zion Market Research; [ID 828514](#)

Value of the superfoods market worldwide from 2020 to 2026 (in billion U.S. dollars)

Global market value of superfoods 2020-2026



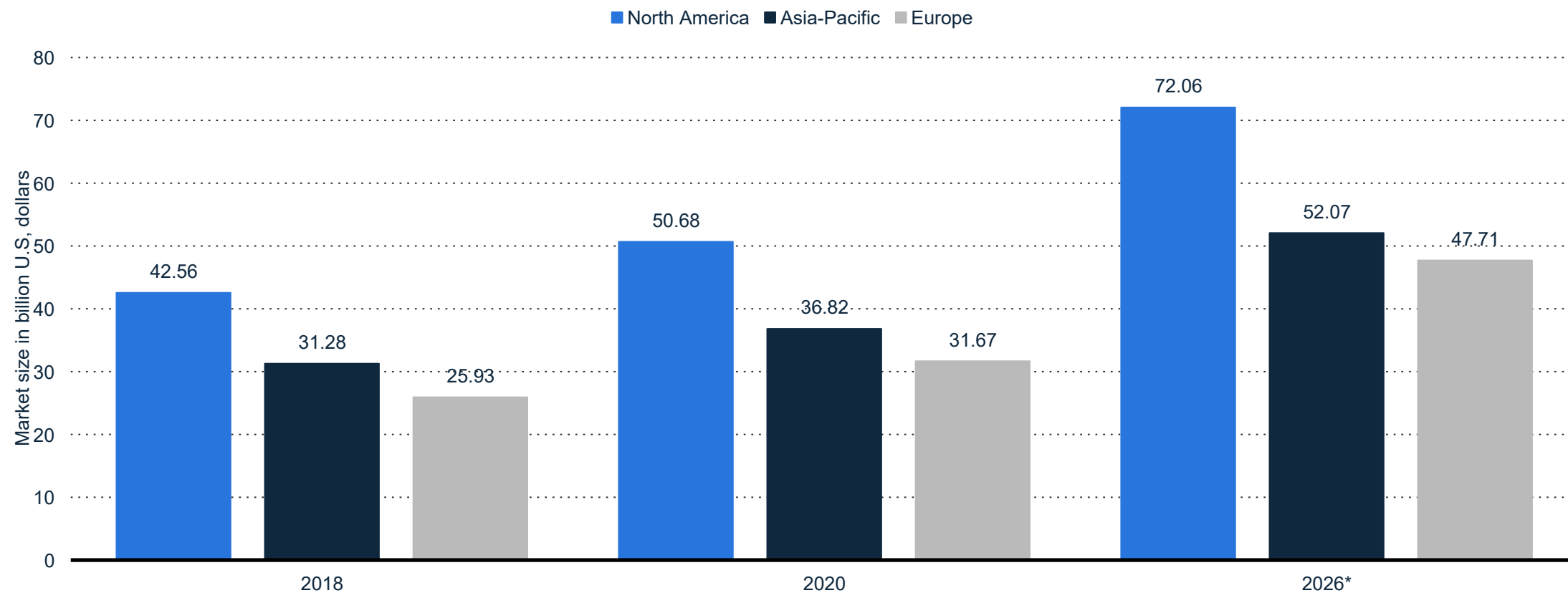
Note(s): Worldwide; 2021

Further information regarding this statistic can be found on [page 42](#).

Source(s): KBV Research; Statista; [ID 1078437](#)

Value of the dietary supplements market worldwide in 2018 and 2020 with a forecast to 2026, by region (in billion U.S. dollars)

Regional breakdown of the size of the global dietary supplements market 2018-2026



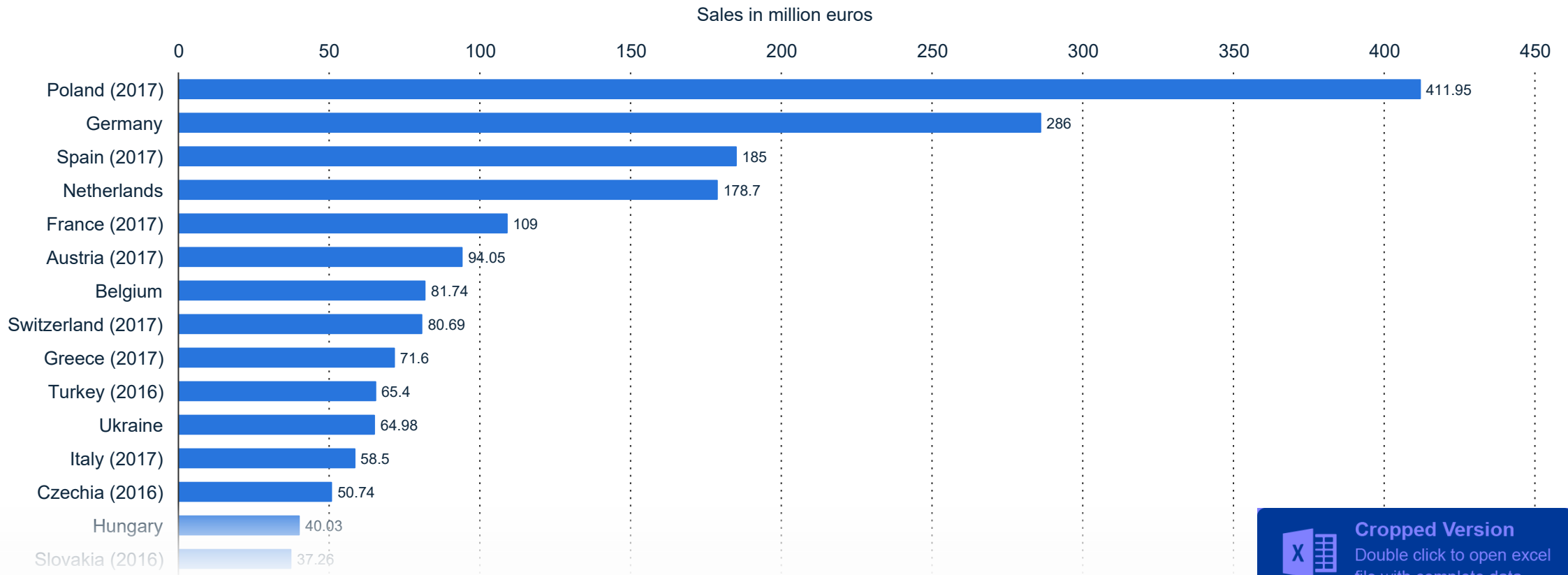
Note(s): Worldwide; 2018, 2020, 2028


Further information regarding this statistic can be found on [page 43](#).

Source(s): Statista estimates; Reports And Data; [ID 1264459](#)

Sales of vitamin and mineral products in the self medication market in Europe in 2020, by country* (in million euros)

Self-medication: sales of vitamins and minerals in Europe by country 2020



 **Cropped Version**
Double click to open excel file with complete data

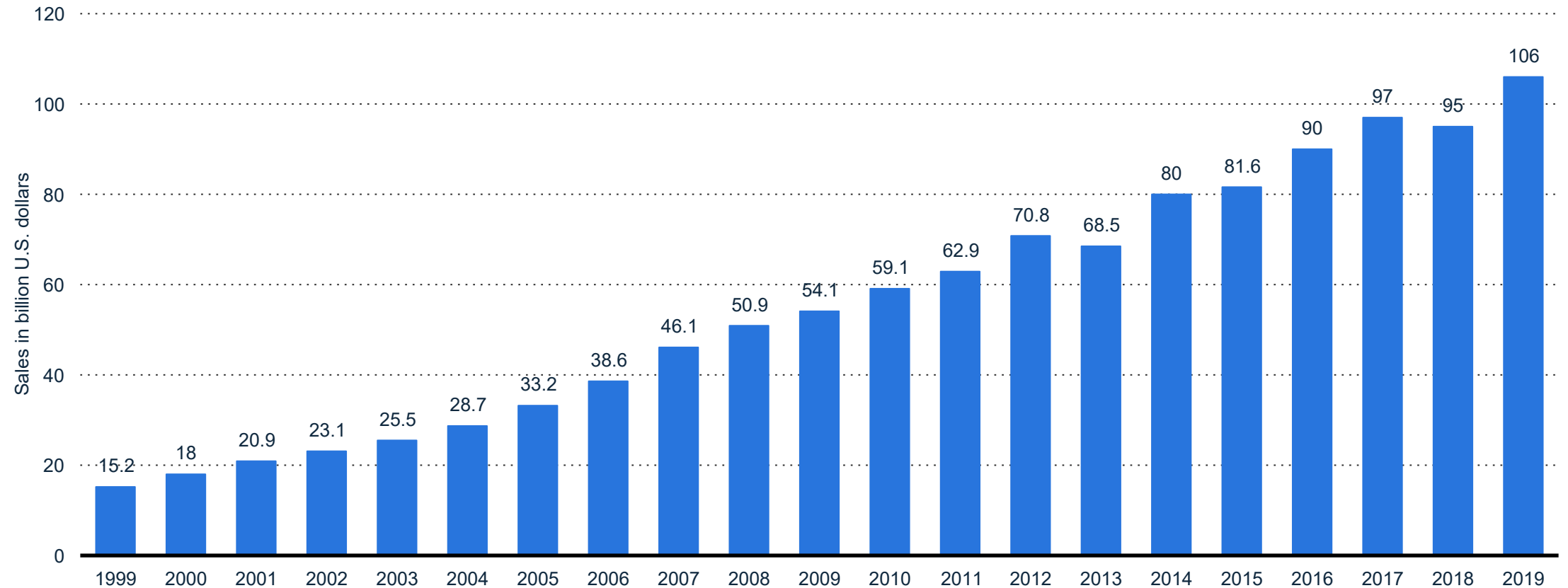
Note(s): Europe; 2020

Further information regarding this statistic can be found on [page 44](#).

Source(s): AESGP; [ID 417802](#)

Worldwide sales of organic food from 1999 to 2019 (in billion U.S. dollars)

Worldwide sales of organic foods 1999-2019



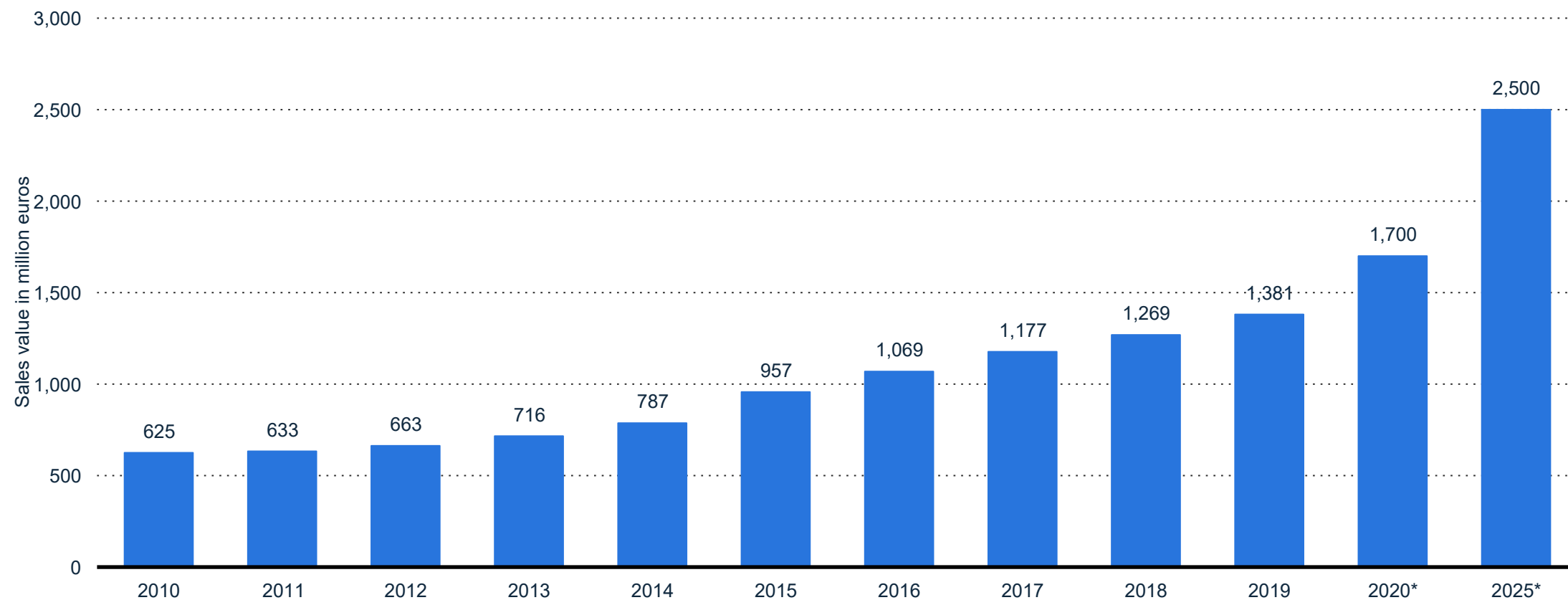
Note(s): Worldwide; 1999 to 2019

Further information regarding this statistic can be found on [page 45](#).

Source(s): FiBL; IFOAM; Organic Monitor; [ID 273090](#)

Retail sales value of meat substitutes in the European Union and the UK from 2010 to 2019 with a forecast for 2020 and 2025 (in million euros)

Retail sales value of meat substitutes in Europe 2010-2025



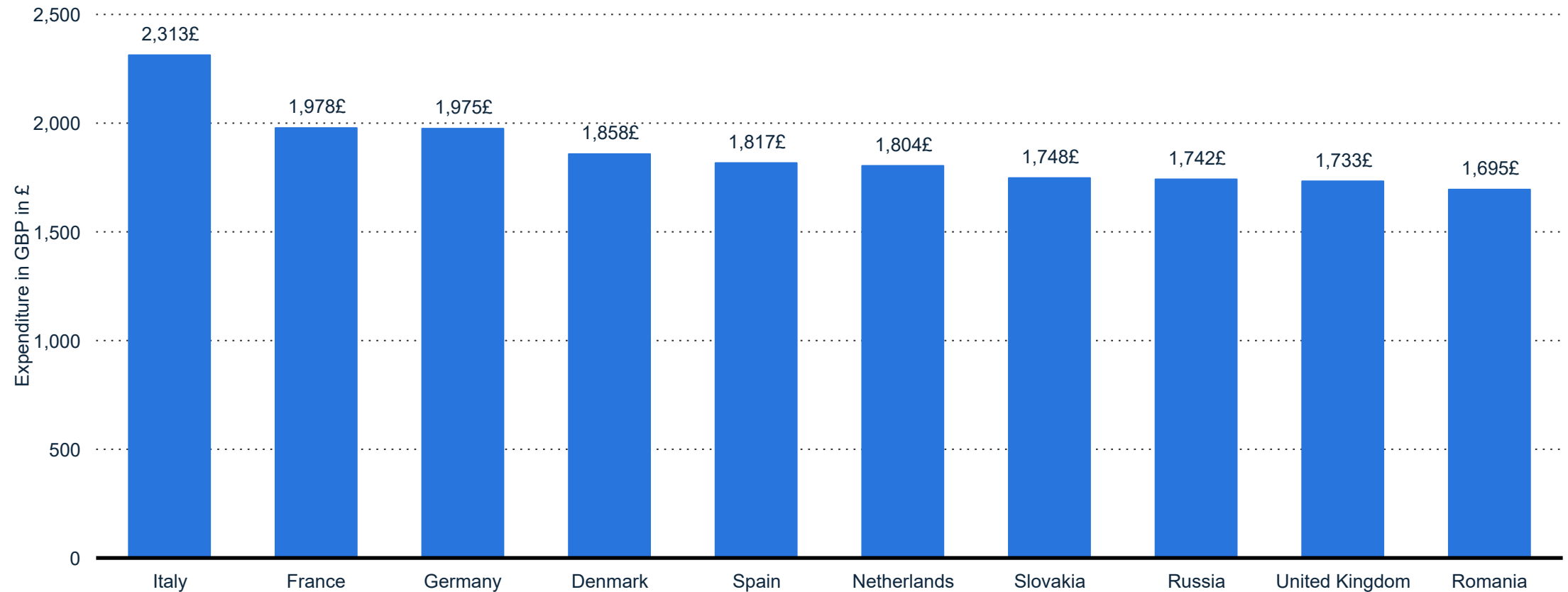
Note(s): United Kingdom, EU; 2010 to 2025

Further information regarding this statistic can be found on [page 46](#).

Source(s): Think ING; Euromonitor; [ID 1076155](#)

Average annual per-capita spending on health and fitness in selected European countries in 2019 (in GBP)

Average annual spending on health and fitness in selected European countries in 2019



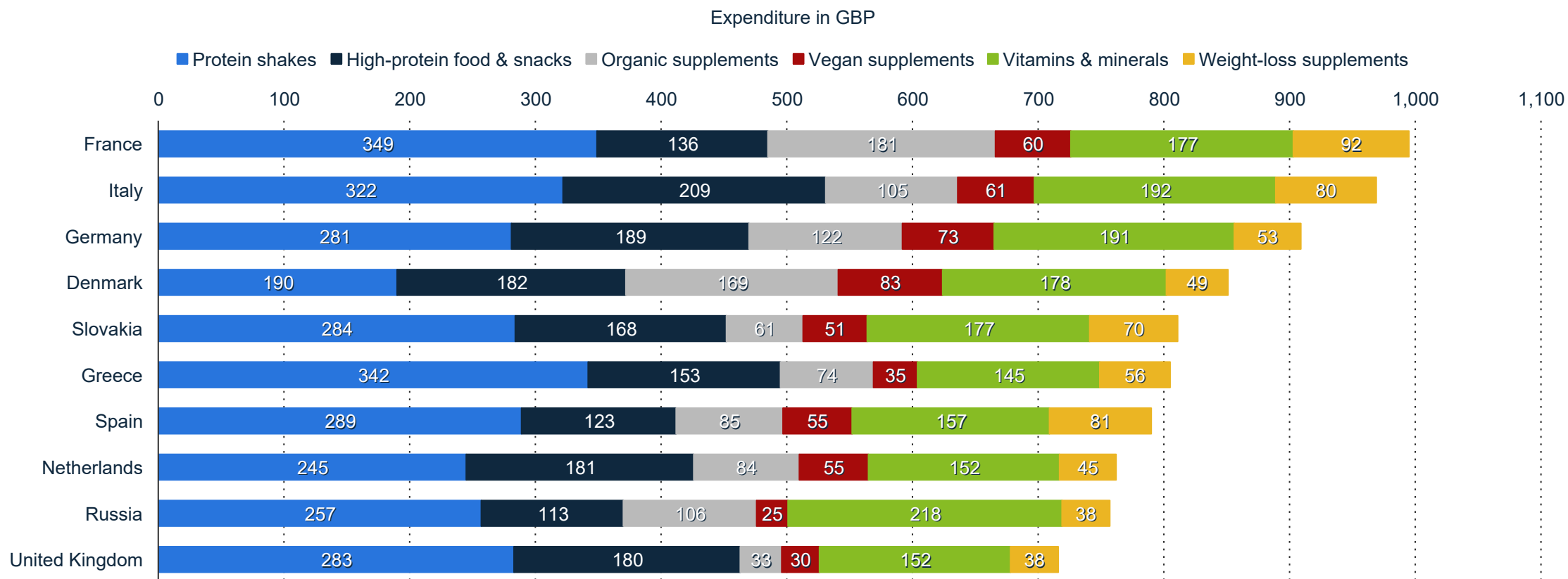
Note(s): Europe; 2019*; 16,000 respondents

Further information regarding this statistic can be found on [page 47](#).

Source(s): Myprotein; [ID 1147748](#)

Average annual per-capita spending on health and fitness supplements in selected European countries in 2019, by type (in GBP)

Average annual spending on supplements in European countries in 2019, by type



Note(s): Europe; 2019*; 16,000 respondents

Further information regarding this statistic can be found on [page 48](#).

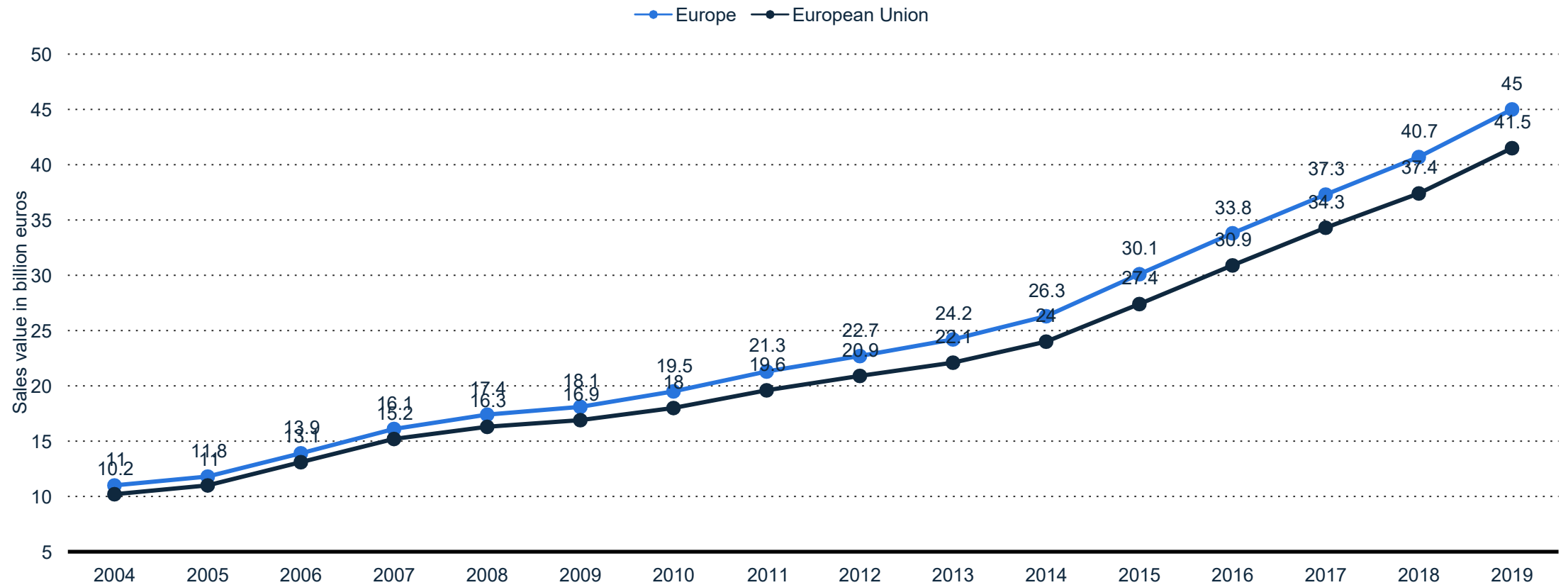
Source(s): Myprotein; [ID 1147773](#)

HEALTH AND WELLNESS FOOD TRENDS IN EUROPE

Organic

Organic retail sales value in the European Union and Europe from 2004 to 2019 (in billion euros)

European Union and Europe: organic retail sales value from 2004 to 2019



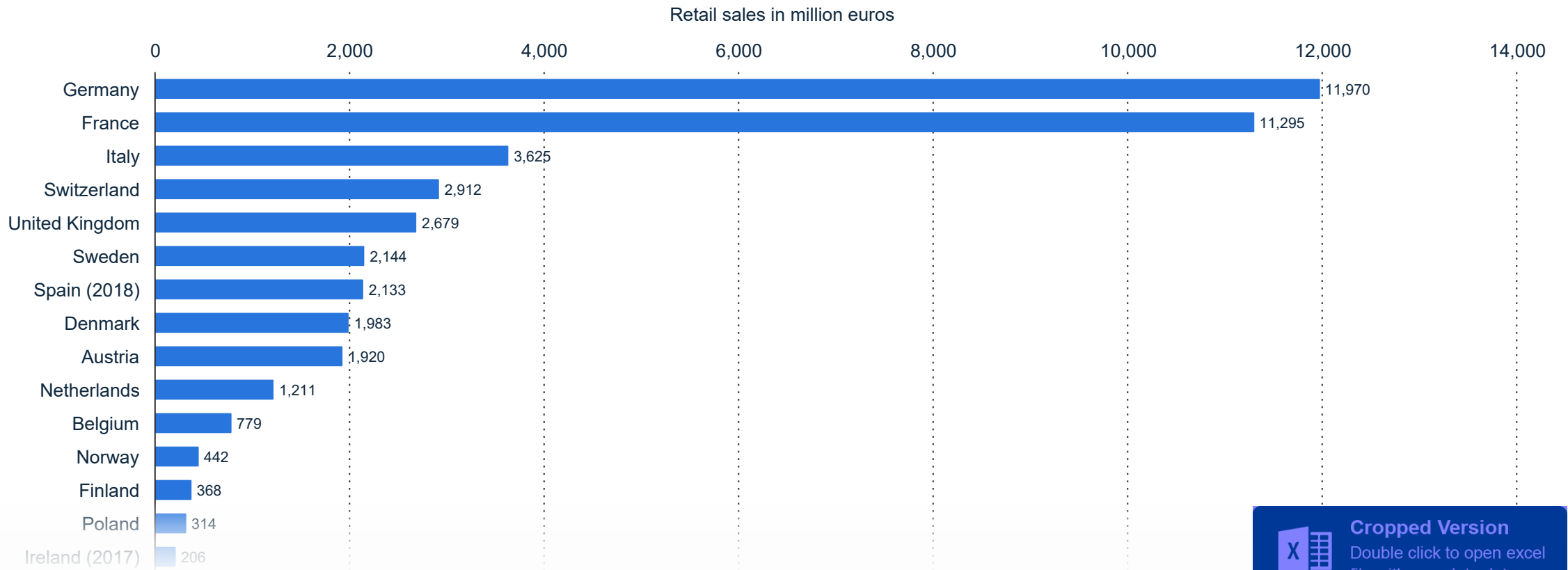
Note(s): Europe; 2007 to 2019


Further information regarding this statistic can be found on [page 49](#).

Source(s): FiBL; AMI; European Commission; OrganicDataNetwork; [ID 541536](#)

Retail sales value of organic agriculture products in Europe in 2019, by country (in million euros)

Organic products: retail sales value in selected countries in Europe in 2019



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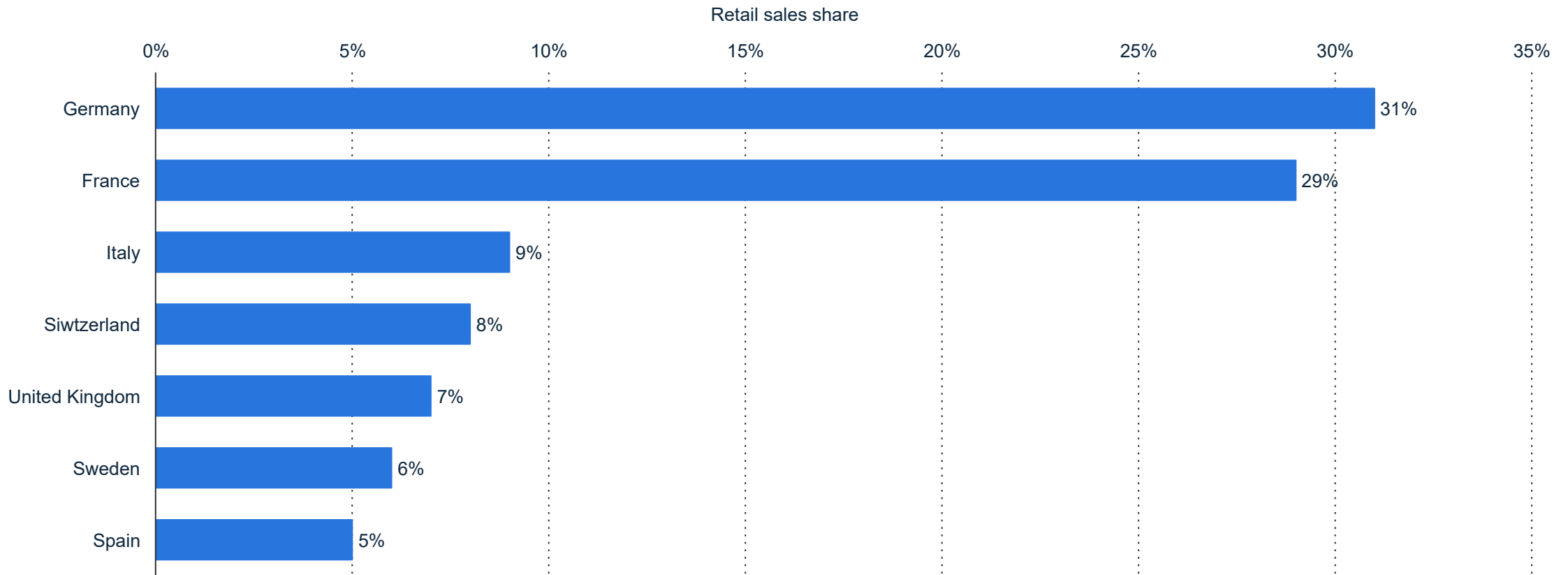
Note(s): Europe; 2019

Further information regarding this statistic can be found on [page 50](#).

Source(s): FiBL; AMI; IFOAM; [ID 632751](#)

Distribution of organic retail sales in the European Union (EU-28) in 2019, by country

Distribution of organic retail sales in the European Union (EU-28) in 2019



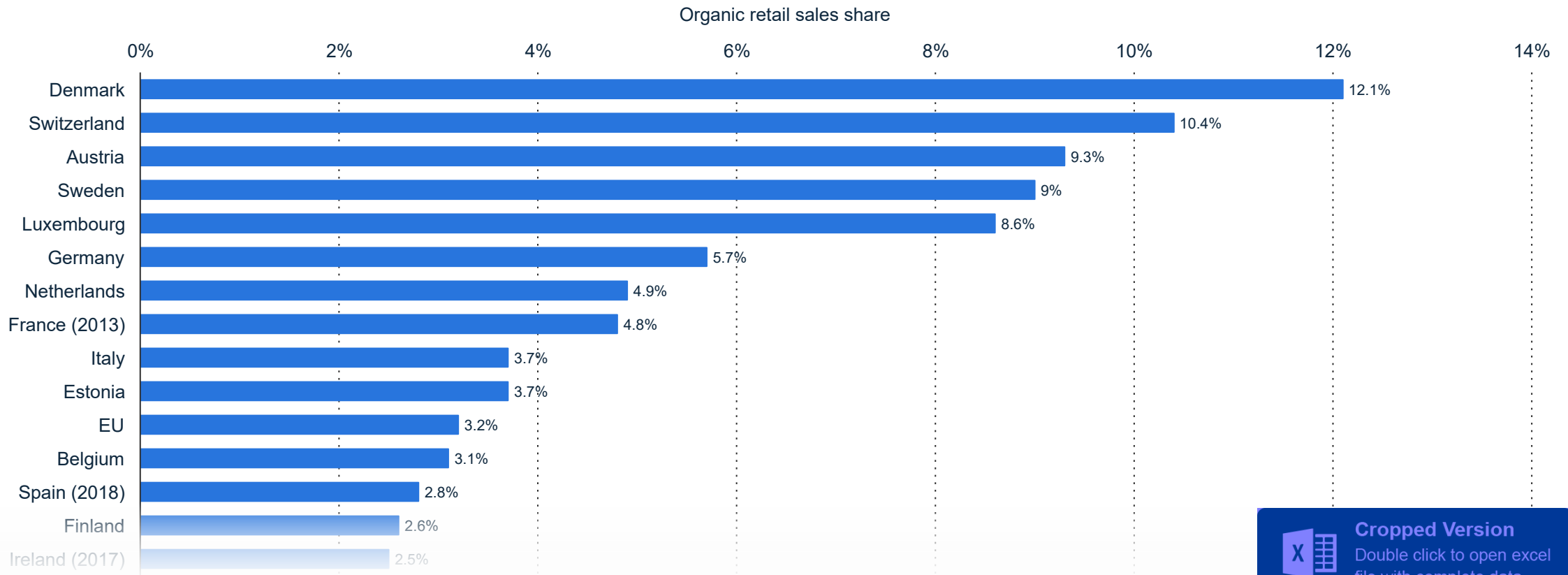
Note(s): Europe; 2019


Further information regarding this statistic can be found on [page 51](#).

Source(s): FiBL; AMI; IFOAM; [ID 632783](#)

Share of retail sales of organic products in selected countries in Europe in 2019, by country

Retail sales share of organic products in selected countries in Europe in 2019



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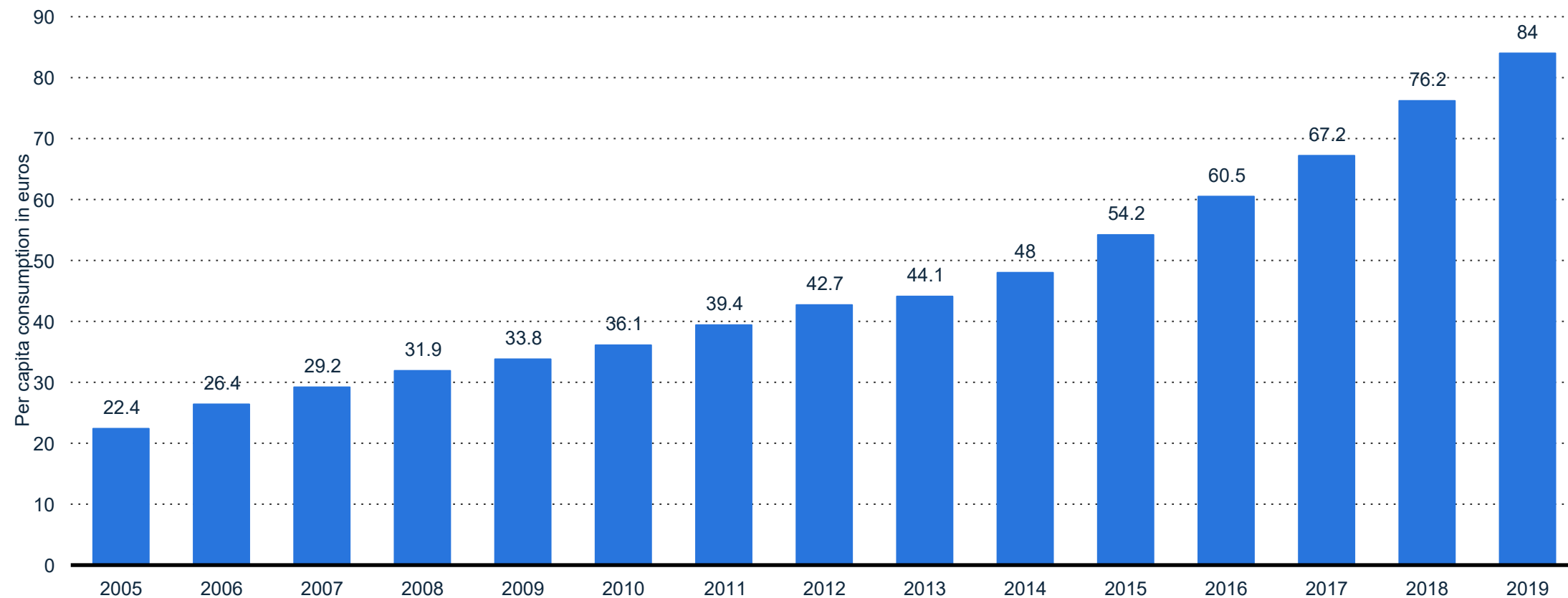
Note(s): Europe; 2019

Further information regarding this statistic can be found on [page 52](#).

Source(s): FiBL; AMI; IFOAM; [ID 632772](#)

Per capita consumption of organic food in the European Union (EU-28) from 2005 to 2019 (in euros)

Per capita consumption of organic food in the European Union (EU-28) 2005-2019



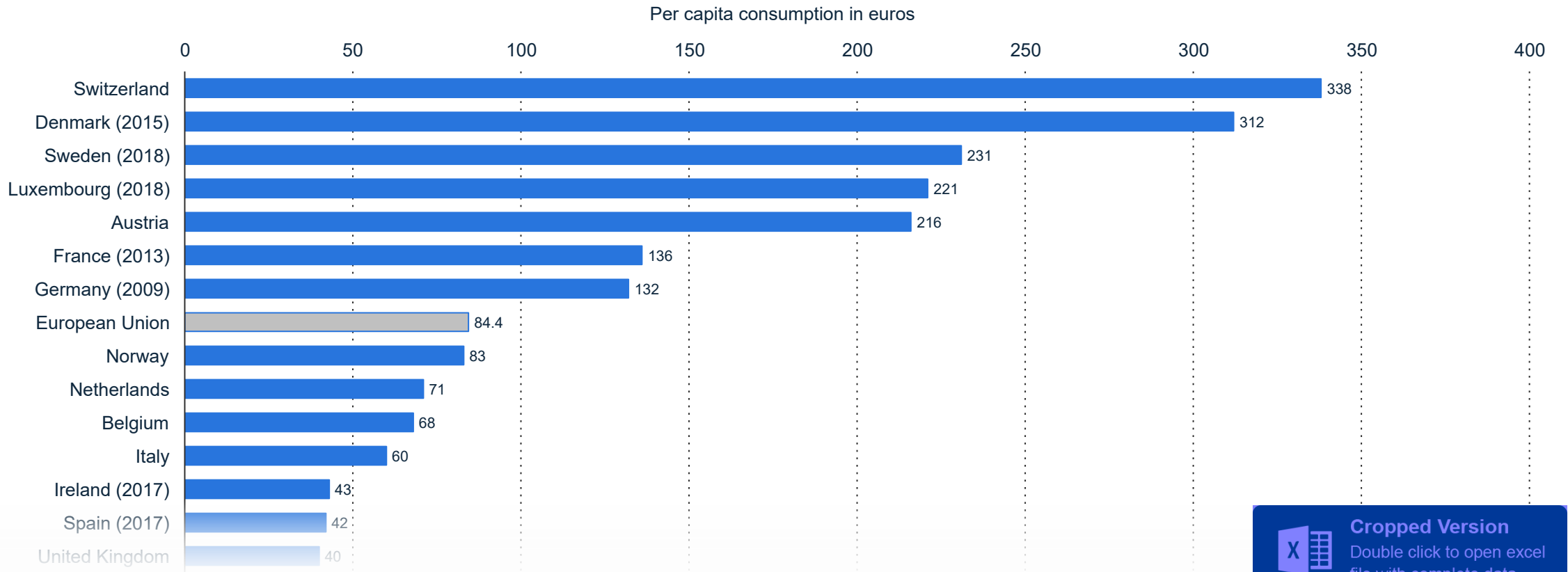
Note(s): Europe; 2005 to 2019


Further information regarding this statistic can be found on [page 53](#).

Source(s): FIBL; AMI; IFOAM; [ID 632787](#)

Per capita spending on organic food in selected countries in Europe in 2019 (in euros)

Organic food: per capita spending in selected countries in Europe 2019



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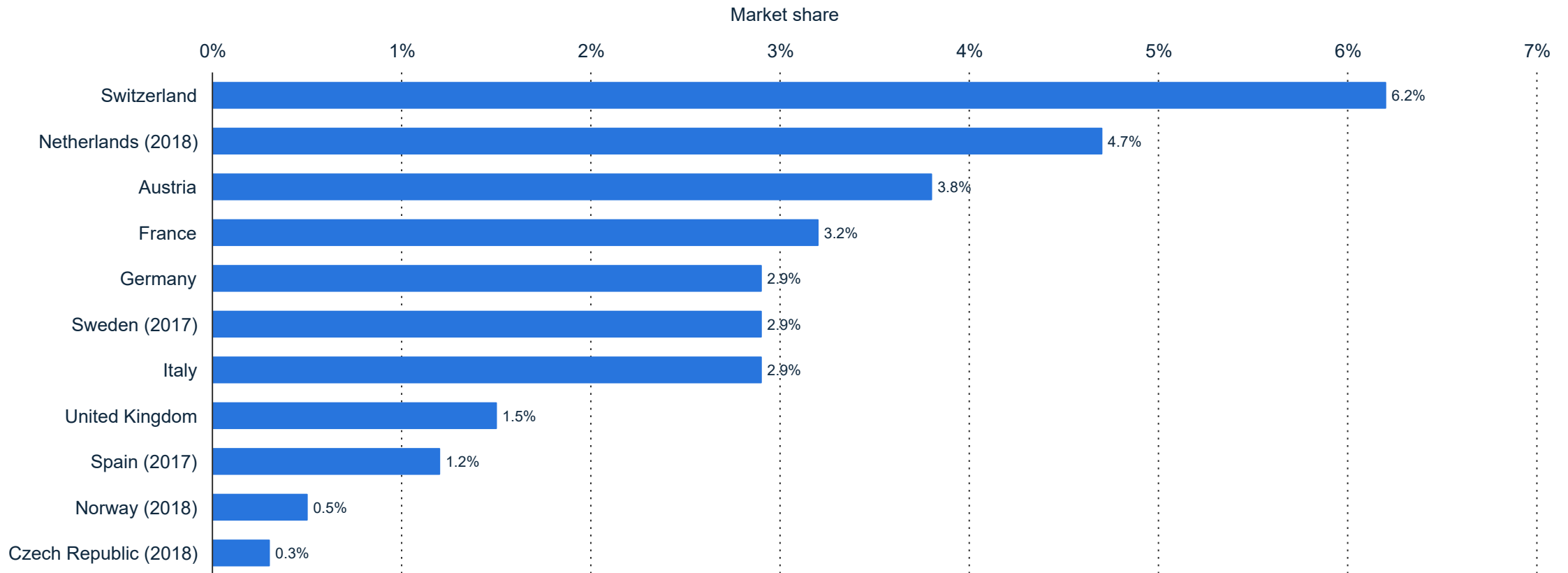
Note(s): Europe; 2019

Further information regarding this statistic can be found on [page 54](#).

Source(s): FiBL; AMI; IFOAM; [ID 632792](#)

Market share for retail sales value of organic meat in selected European countries in 2019, by country

Organic market share of meat in selected countries in Europe 2019, in sales value



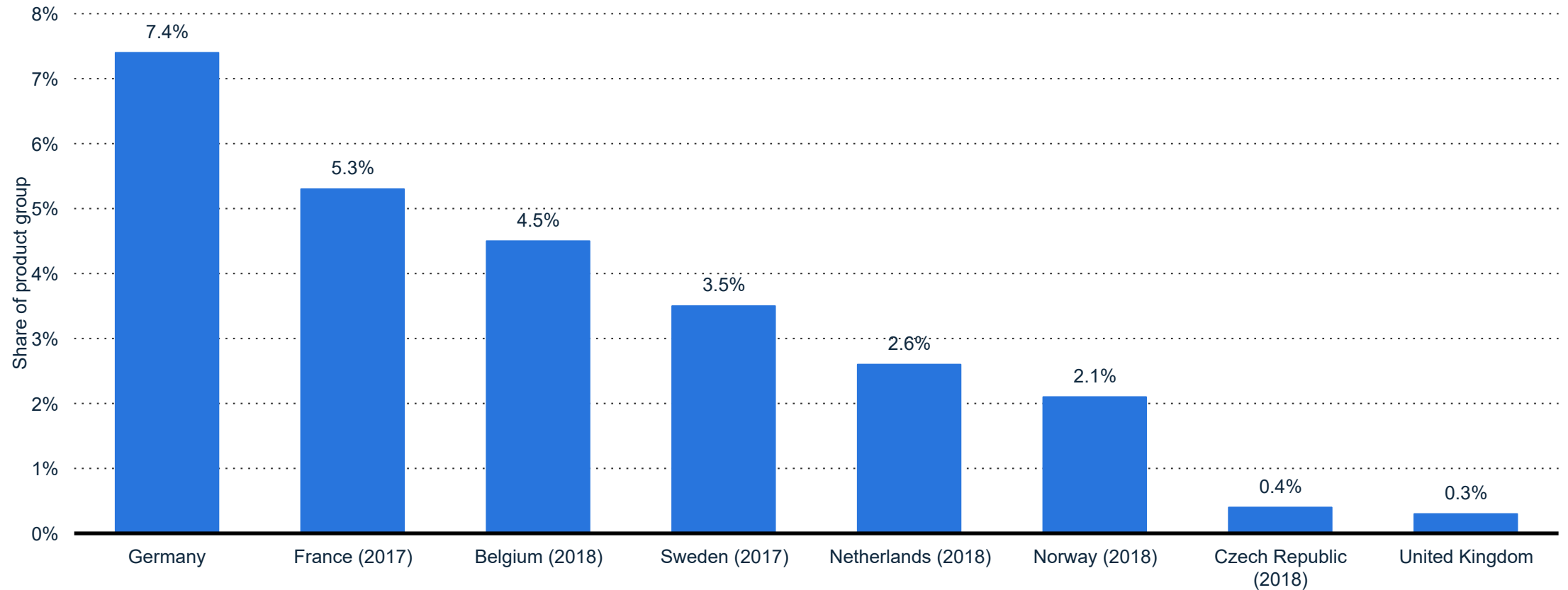
Note(s): Europe; 2019

Further information regarding this statistic can be found on [page 55](#).

Source(s): Various sources; FiBL; AMI; [ID_1043414](#)

Market share of organic bread and bakery products for selected countries in Europe in 2019, based on retail sales value

Market share of organic bread in selected countries Europe 2019



Note(s): Europe; 2016 to 2019

Further information regarding this statistic can be found on [page 56](#).

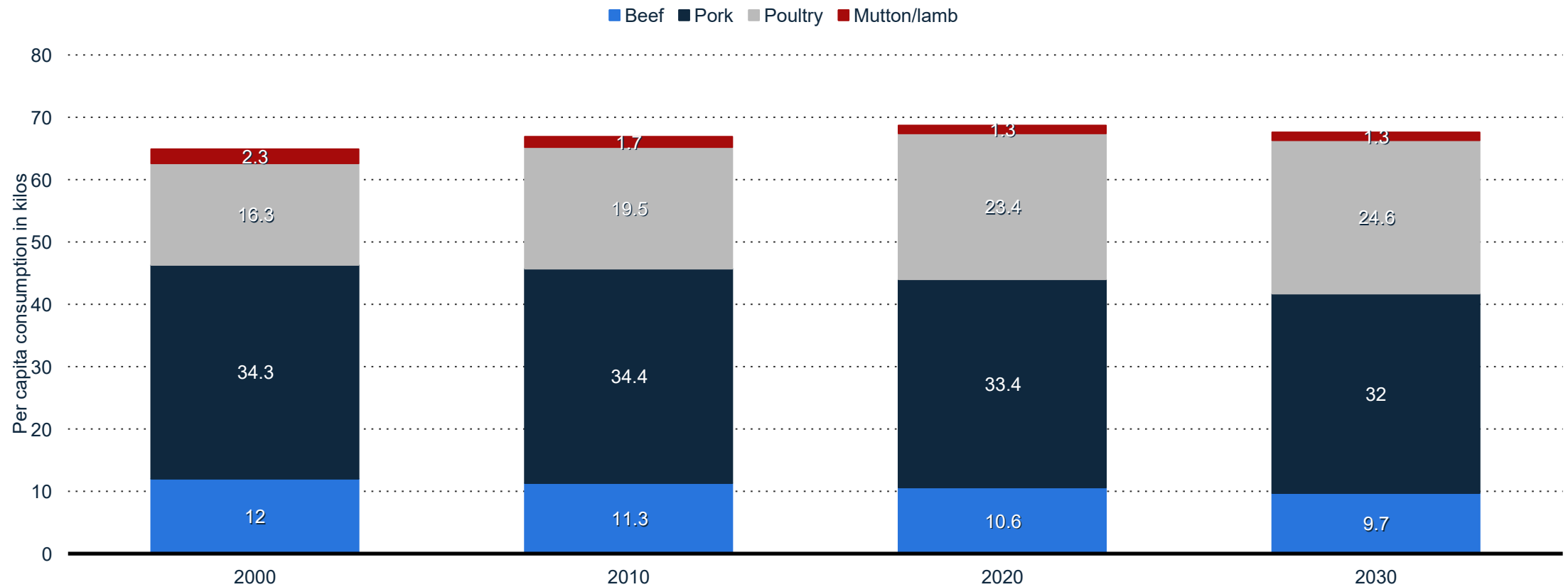
Source(s): FIBL; AMI; IFOAM; [ID 688177](#)

HEALTH AND WELLNESS FOOD TRENDS IN EUROPE

Meat consumption and substitutes

Per capita consumption of meat in Europe from 2000 to 2020, with a forecast for 2030, by type (in kilos)

Per capita consumption of meat in Europe 2000-2030, by type



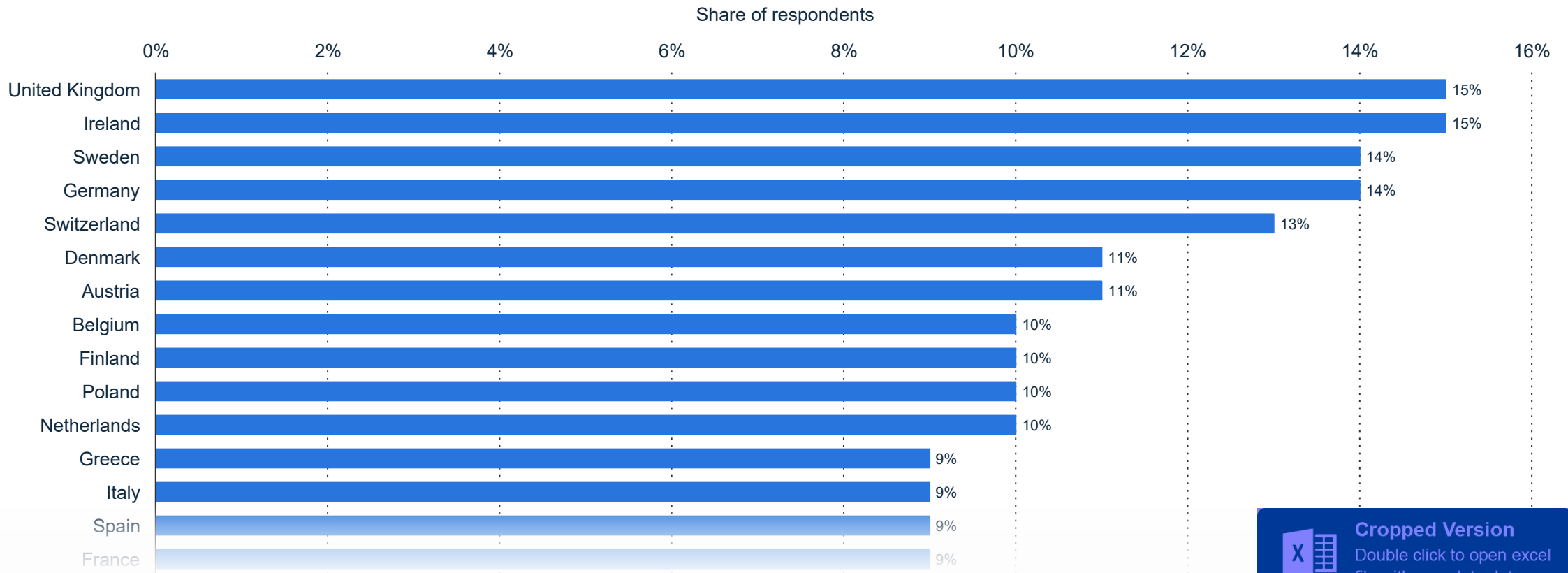
Note(s): Europe; 2016 to 2030


Further information regarding this statistic can be found on [page 57](#).

Source(s): European Commission; [ID 1045023](#)

Do you avoid eating meat?

Share of vegetarians, vegans, and pescatarians in selected European countries in 2021



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Double click to open excel file with complete data

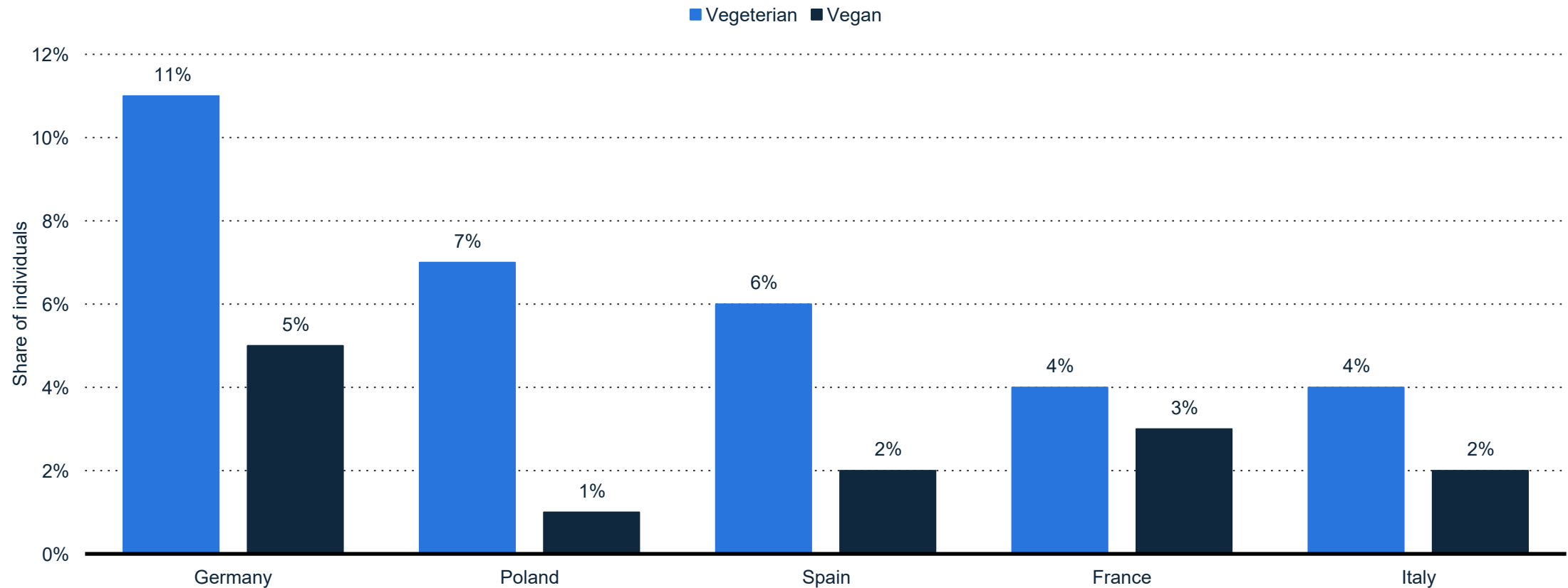
Note(s): Europe; 2021*; 18-64 years

Further information regarding this statistic can be found on [page 58](#).

Source(s): Statista Global Consumer Survey (GCS); [ID 1256592](#)

Share of young adults who are vegetarian or vegan in selected European countries in 2021

Vegetarianism and veganism among young adults in selected European countries 2021



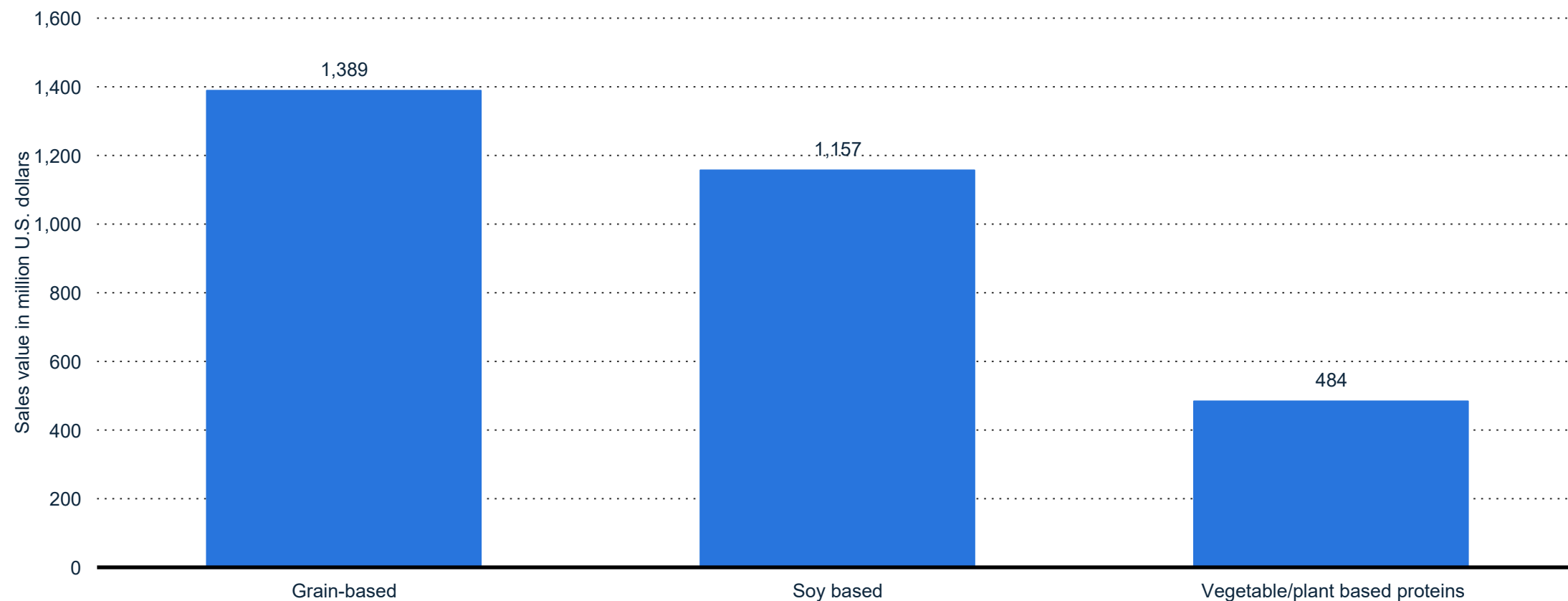
Note(s): France, Germany, Italy, Poland, Spain; April 2021 to June 2021*; 18-29 years

Further information regarding this statistic can be found on [page 59](#).

Source(s): Statista Global Consumer Survey (GCS); [ID 768475](#)

Retail sales value of meat substitutes in Western Europe in 2021, by category (in million U.S. dollars)

Retail sales value of meat substitutes in Western Europe 2021, by category



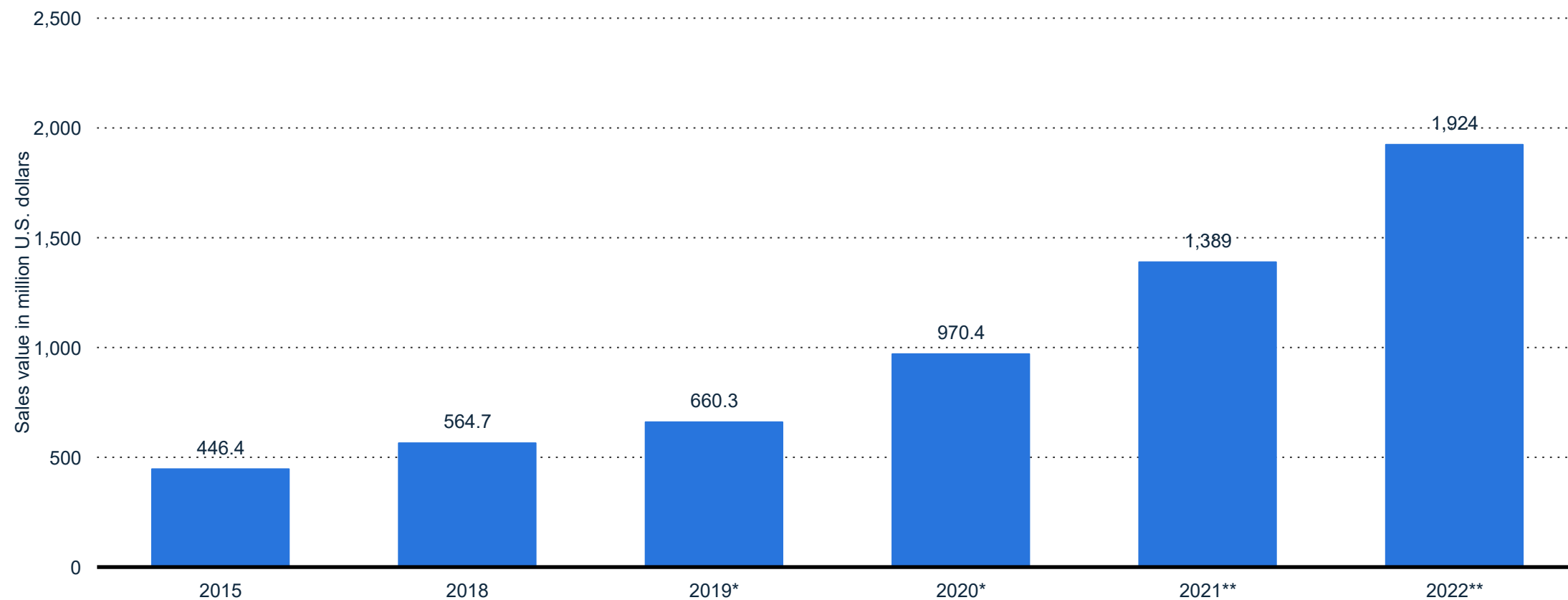
Note(s): Europe; 2021

Further information regarding this statistic can be found on [page 60](#).

Source(s): Statista; [ID 1076179](#)

Retail sales value of grain-based meat substitutes in Western Europe in from 2015 to 2020, with a forecast till 2022 (in million U.S. dollars)

Retail sales value of grain-based meat substitutes in Western Europe 2015-2022



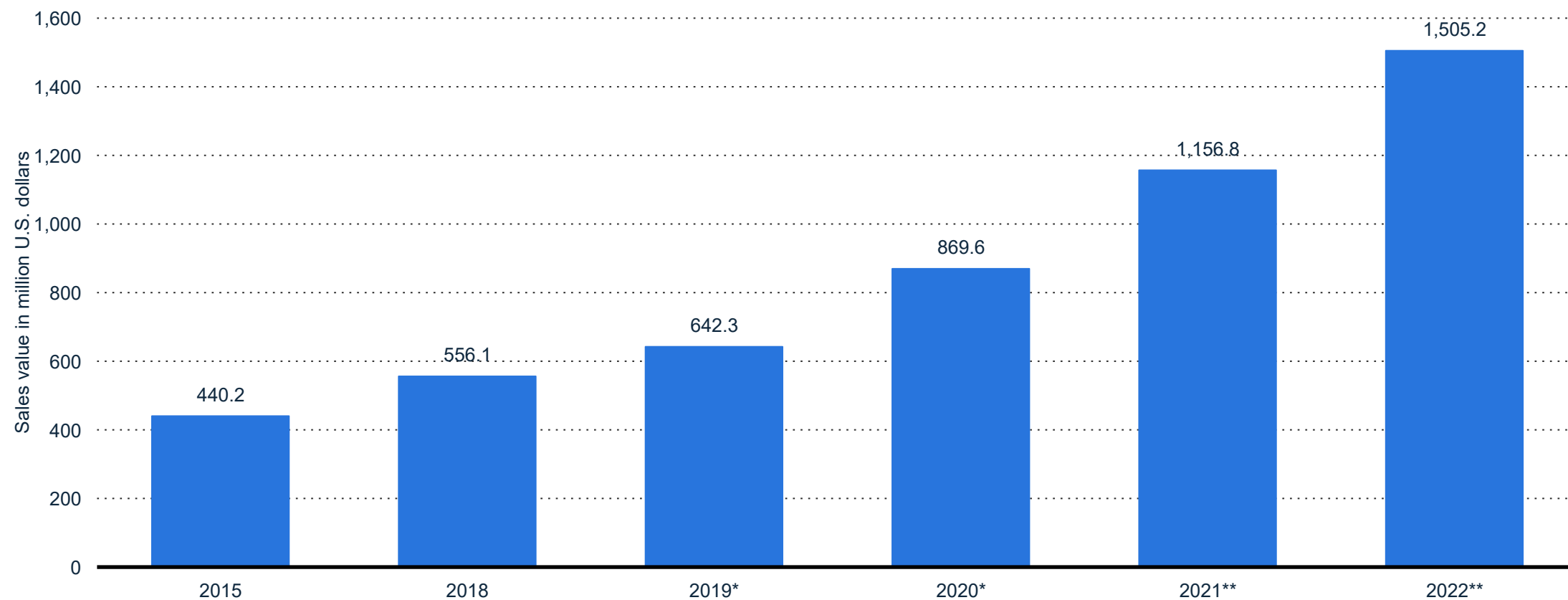
Note(s): Europe; 2015 to 2022

Further information regarding this statistic can be found on [page 61](#).

Source(s): Statista; [ID 1076269](#)

Retail sales value of soy based meat substitutes in Western Europe from 2015 to 2020, with a forecast for till 2022 (in million U.S. dollars)

Retail sales value of soy meat substitutes in Western Europe 2015-2022



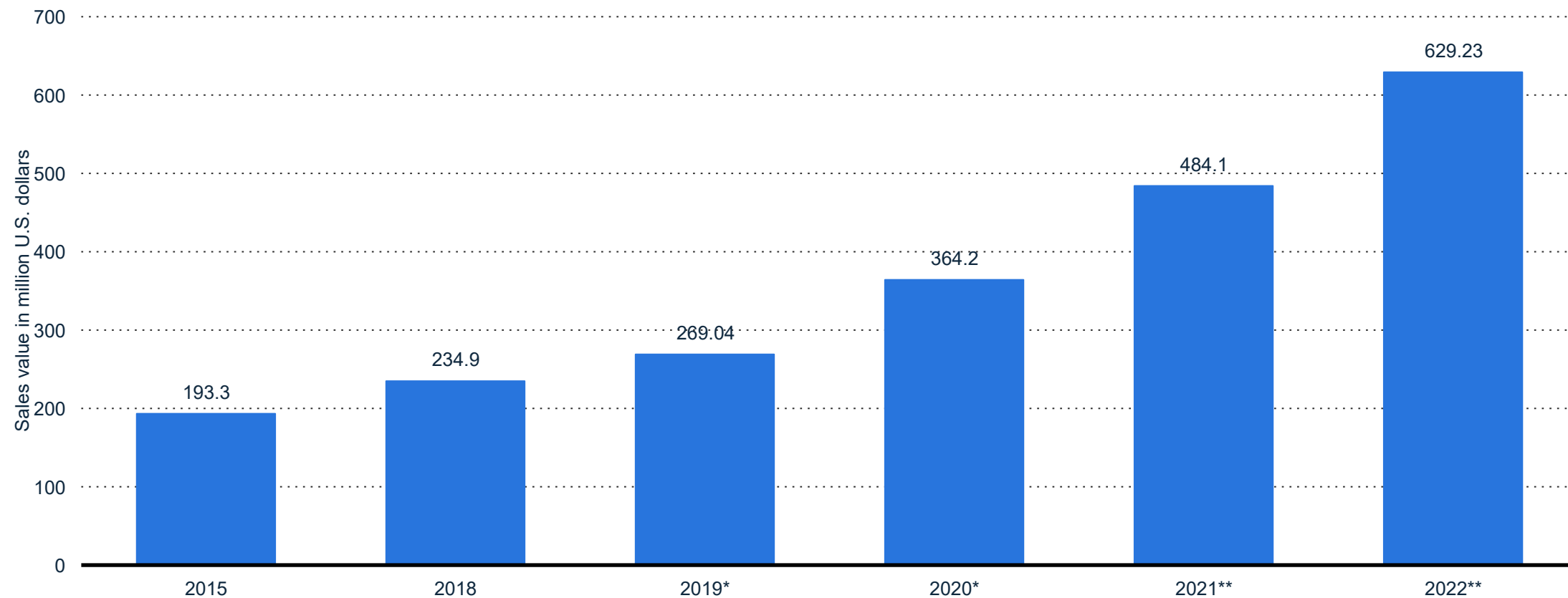
Note(s): Europe; 2015 to 2022

Further information regarding this statistic can be found on [page 62](#).

Source(s): Statista; [ID 1076223](#)

Retail sales value of vegetable/plant based protein meat substitutes in Western Europe from 2015 to 2020, with a forecast till 2022 (in million U.S. dollars)

Retail sales value of plant based meat substitutes in Western Europe 2015-2022



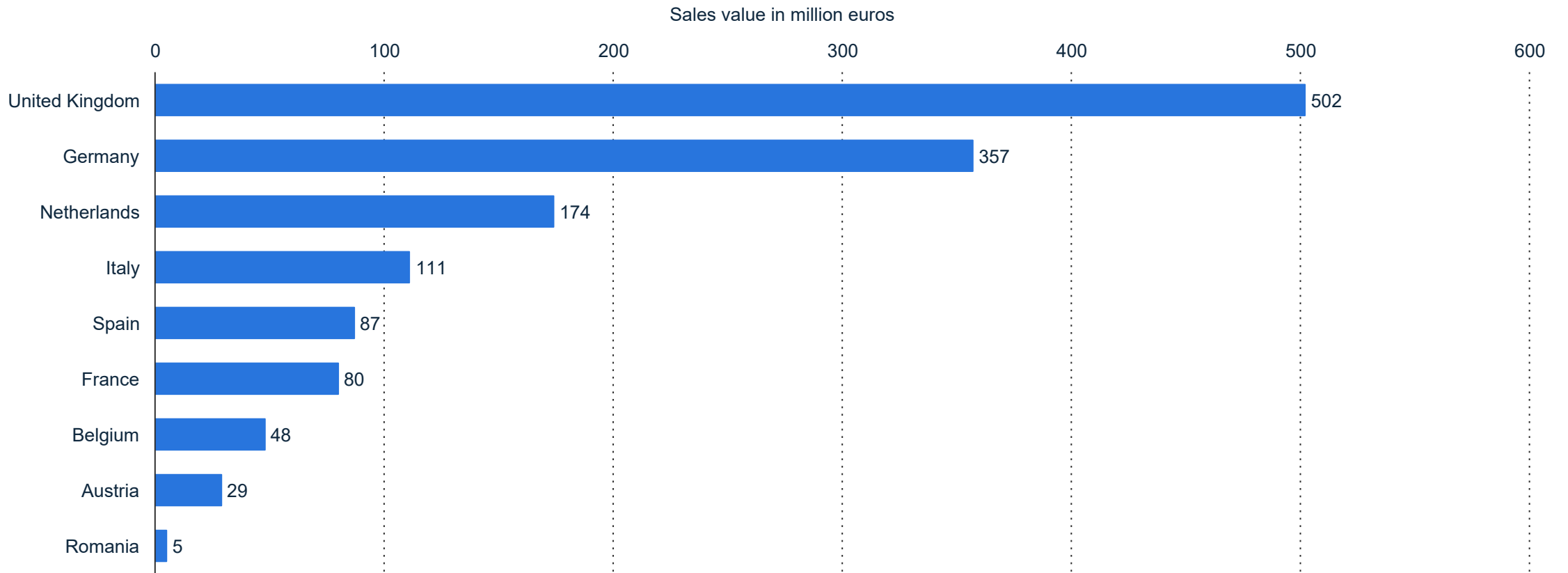
Note(s): Europe; 2015 to 2022; Excluding grain and soy.

Further information regarding this statistic can be found on [page 63](#).

Source(s): Statista; [ID 1076242](#)

Sales value of meat substitutes in selected countries in Europe between October 2019 and September 2020 (in million euros)

Meat substitutes market size in selected countries in Europe 2019/2020



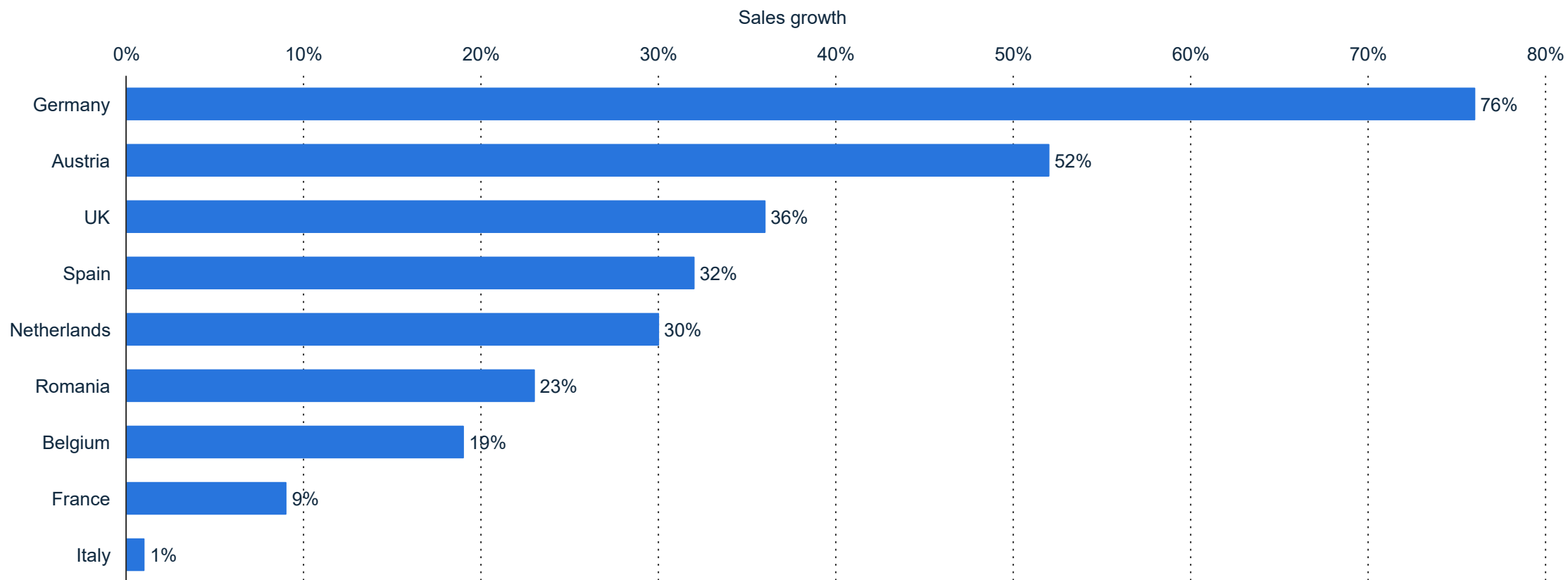
Note(s): Europe; October 2019 to September 2020

Further information regarding this statistic can be found on [page 64](#).

Source(s): Nielsen; Smart Protein project; [ID 1056227](#)

YA sales growth of plant-based meat substitutes in selected European countries from October 2019 to September 2020

Sales growth of plant-based meat products in selected European countries in 2019/2020



Note(s): Europe; October 2019 to September 2020*; Sales growth compared to the preceding 12 months

Further information regarding this statistic can be found on [page 65](#).

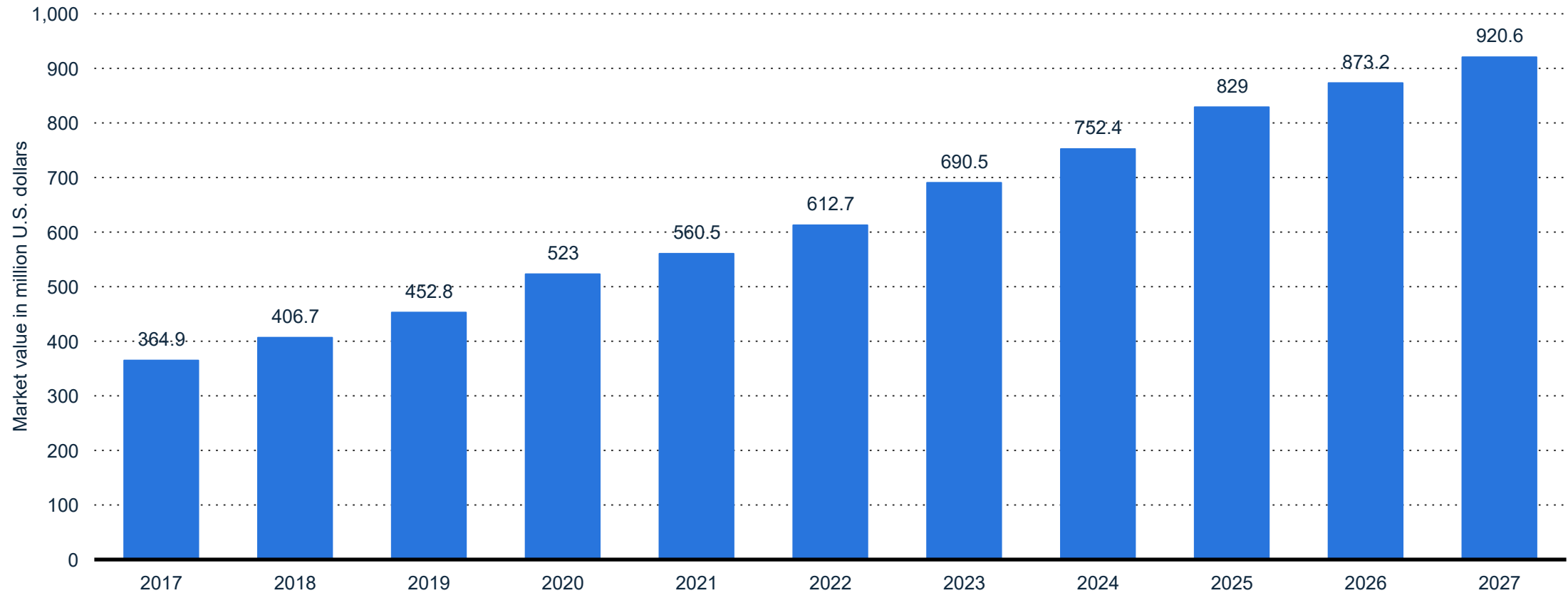
Source(s): Smart Protein project; Nielsen; [ID 1258158](#)

HEALTH AND WELLNESS FOOD TRENDS IN EUROPE

Probiotics

Forecast of the probiotic supplements market value in Europe from 2017 to 2027 (in million U.S. dollars)

Forecast of the probiotic supplements market value in Europe 2017-2027



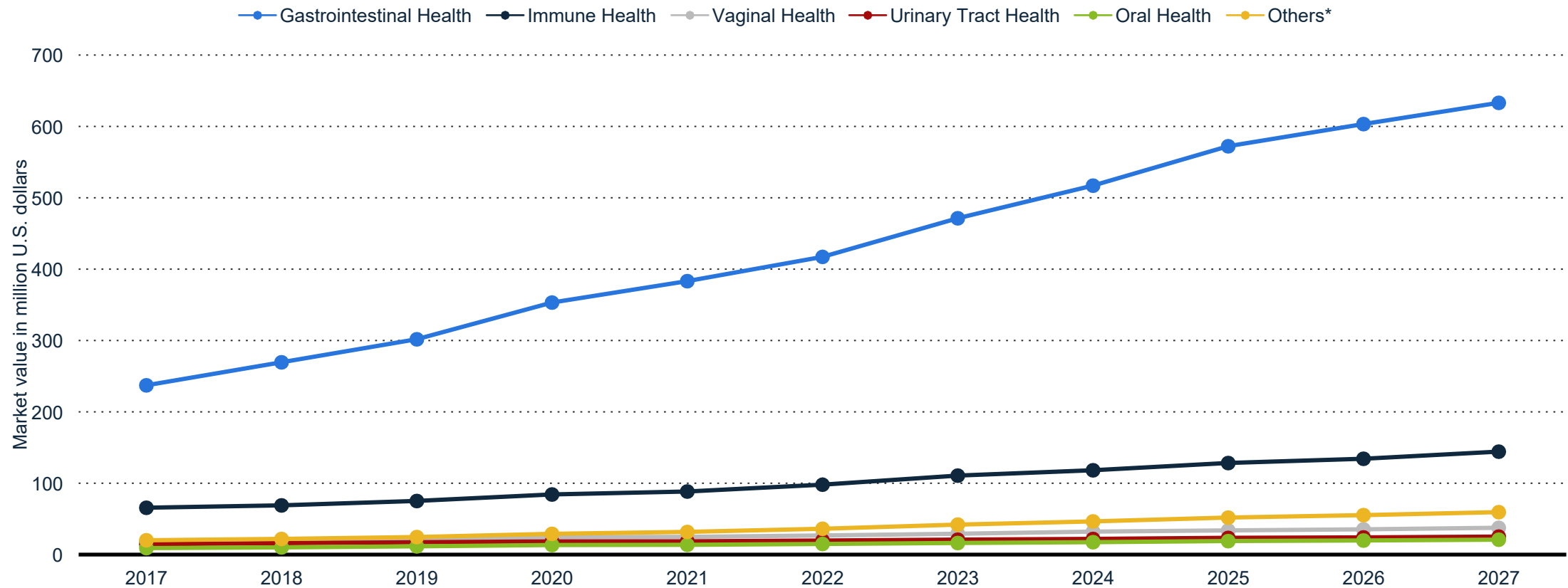
Note(s): Europe; 2017 to 2027

Further information regarding this statistic can be found on [page 66](#).

Source(s): Netscribes; [ID_1198150](#)

Forecast of the probiotic supplements market value in Europe from 2017 to 2027 (in million U.S. dollars), by application

Probiotic supplements market value in Europe 2017-2027, by application



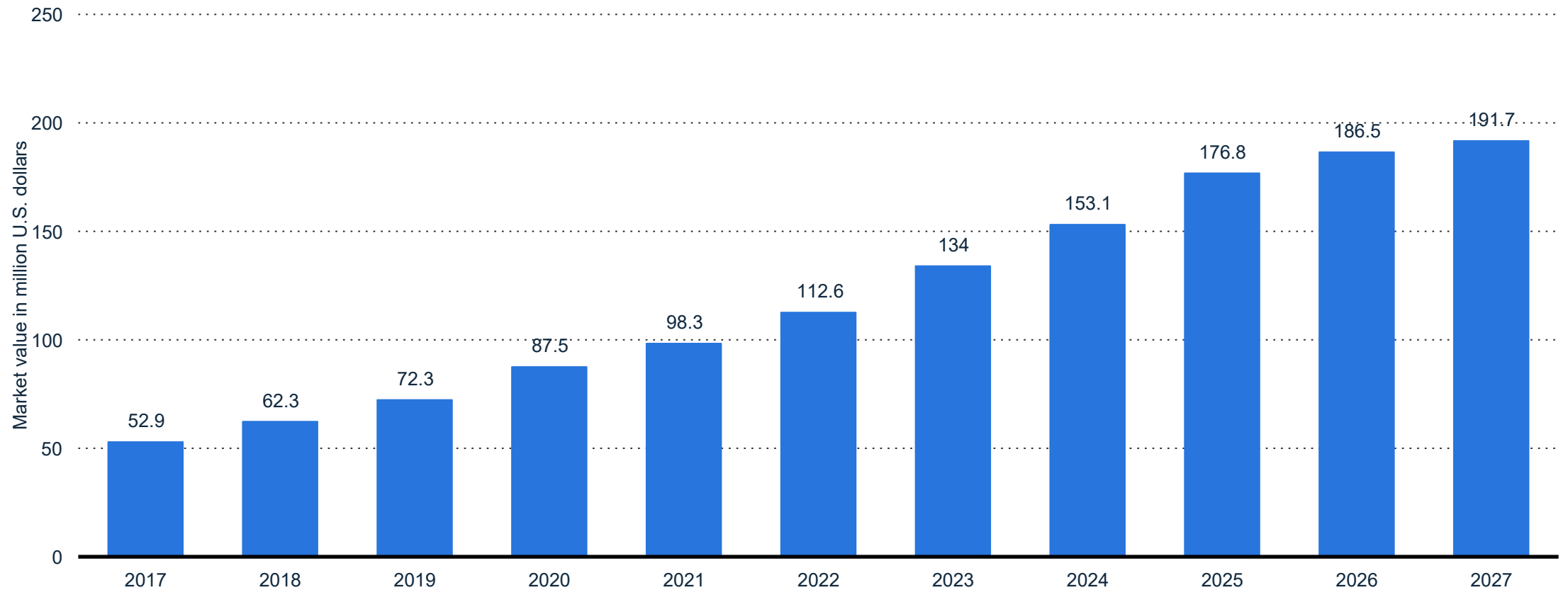
Note(s): Europe; 2017 to 2027

Further information regarding this statistic can be found on [page 67](#).

Source(s): Netscribes; [ID_1198594](#)

Forecast of the probiotic supplements market value in online stores in Europe from 2017 to 2027 (in million U.S. dollars)

Forecast of the online probiotic supplements market value in Europe 2017-2027



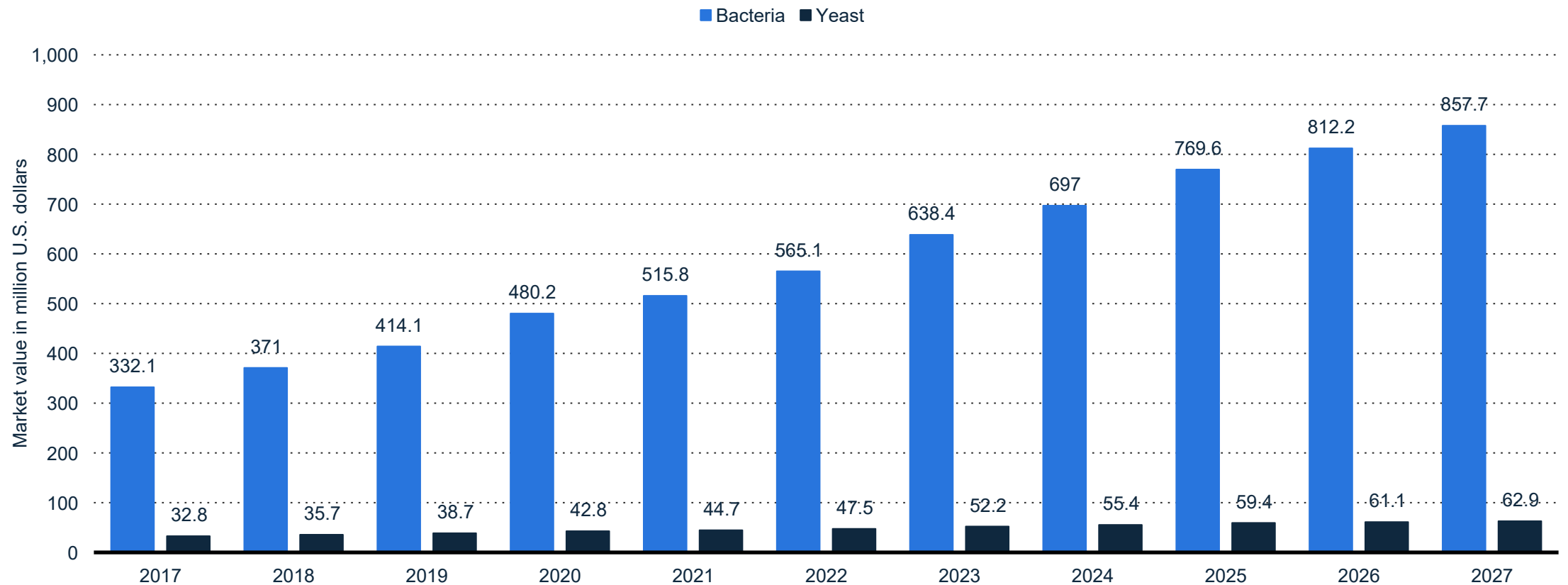
Note(s): Europe; 2017 to 2027

Further information regarding this statistic can be found on [page 68](#).

Source(s): Netscribes; [ID_1197387](#)

Forecast of the probiotic supplements market value in Europe from 2017 to 2027 (in million U.S. dollars), by source

Probiotic supplements market value in Europe 2017-2027, by source



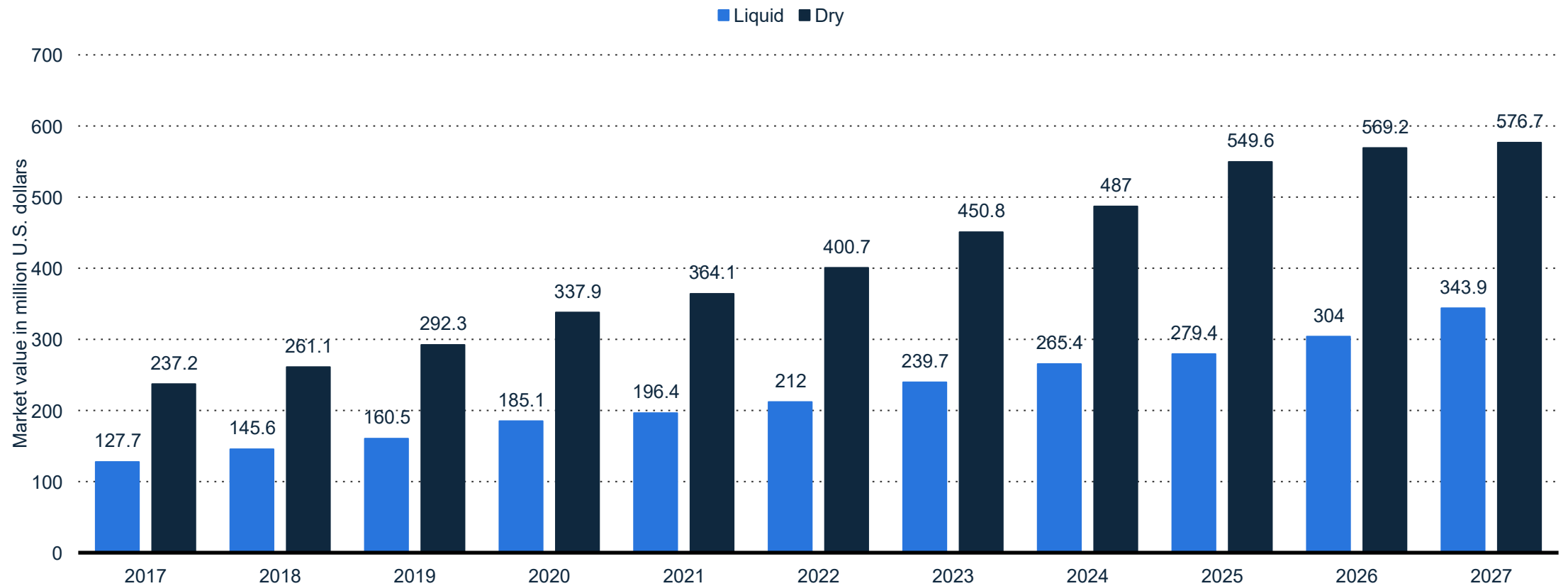
Note(s): Europe; 2017 to 2027

Further information regarding this statistic can be found on [page 69](#).

Source(s): Netscribes; ID_1198570

Forecast of the probiotic supplements market value in Europe from 2017 to 2027 (in million U.S. dollars), by form

Forecast of the probiotic supplements market value in Europe 2017-2027, by form



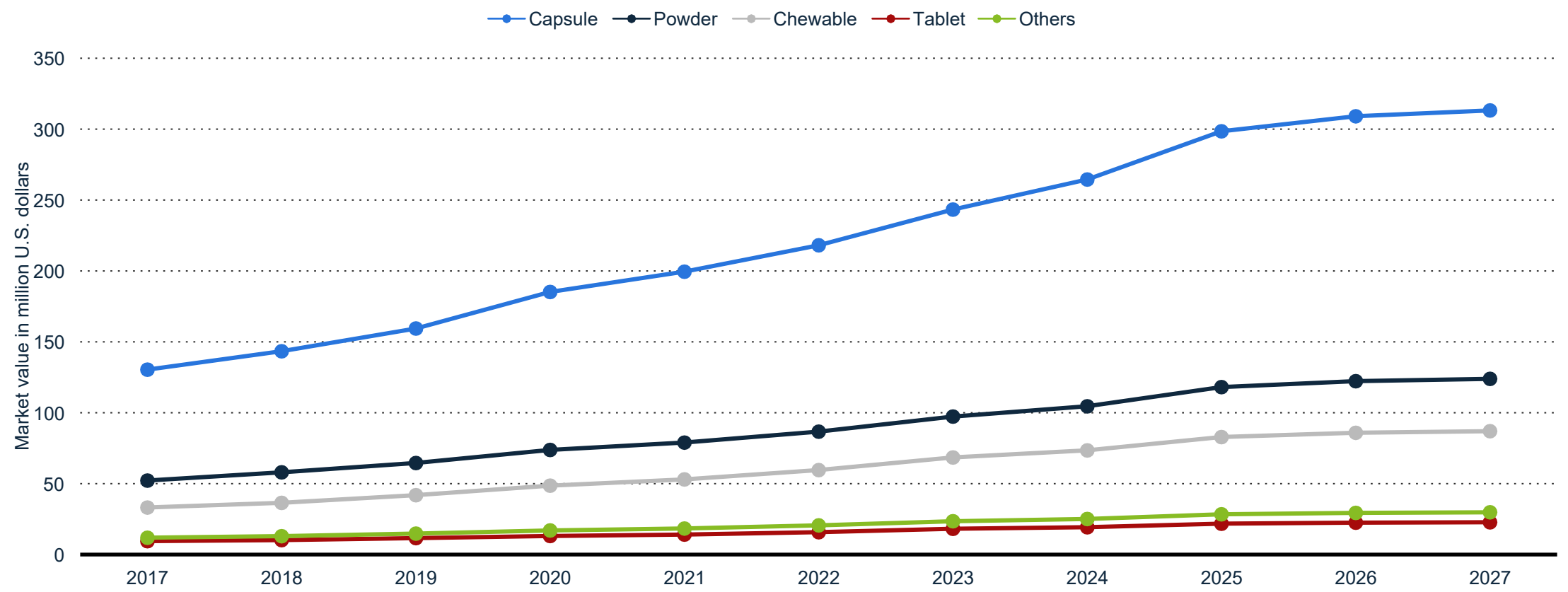
Note(s): Europe; 2017 to 2027

Further information regarding this statistic can be found on [page 70](#).

Source(s): Netscribes; ID_1198178

Forecast of the dry probiotic supplements market value in Europe from 2017 to 2027 (in million U.S. dollars), by type

Forecast market value of dry probiotic supplements in Europe 2017-2027, by type



Note(s): Europe; 2017 to 2027

Further information regarding this statistic can be found on [page 71](#).

Source(s): Netscribes; [ID_1198552](#)

HEALTH AND WELLNESS FOOD TRENDS IN EUROPE

References

Health and wellness food market value worldwide in 2020 and 2026 (in billion U.S. dollars)

Global health and wellness food market value 2020 & 2026

Source and methodology information

Source(s)	Various sources (StrategyR); Statista estimates
Conducted by	Various sources (StrategyR); Statista estimates
Survey period	2021
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Various sources (StrategyR)
Publication date	January 2021
Original source	www.strategyr.com
Website URL	visit the website
Notes:	* <i>Forecast.</i>

Description

In 2020, the global health and wellness food market was valued at 733.1 billion U.S. dollars and is projected to increase to one trillion U.S. dollars by 2026.

Superfoods

The term "superfoods" has been used to describe nutritionally dense foods, or foods that are especially high in essential nutrients. A few common examples of superfoods include salmon, kale, blueberries, and quinoa. Between 2016 and 2017, retail sales of quinoa grew by 15.6 percent in the United States, as its health benefits became more well known. Chia seeds, another popular superfood, saw a 14.7 percent increase in retail sales in that time period.

Healthy eating behavior in North America

American consumers have tried a wide variety of different diet and lifestyle changes in order to improve their health, the most common of which involved increasing water intake, making small changes in one's diet, and eating more fruits and vegetables. The top motivating factor for these eating habit changes was weight loss, followed by preventing future health conditions. When Canadian consumers were surveyed what they believed a healthy meal consisted of, more than half responded that more fruits and vegetables made a meal healthier.

[Back to statistic](#)

Global health food and beverage sales as of 2020, by product category (in billion U.S. dollars)

Global healthy food & beverage sales 2020, by category

Source and methodology information

Source(s)	Euromonitor; IFT
Conducted by	Euromonitor
Survey period	as of 2020
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	IFT
Publication date	April 2020
Original source	ift.org
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

This statistic depicts a breakdown of the global health food and beverage sales as of 2020, by product category. Health food and beverage sales of the "organic" category reached 105 billion U.S. dollars.

[Back to statistic](#)

Total dietary supplements market size worldwide from 2016 to 2028 (in billion U.S. dollars)

Total global dietary supplements market size 2016-2028

Source and methodology information

Source(s)	Statista estimates; Zion Market Research
Conducted by	Statista estimates; Zion Market Research
Survey period	as of June 2021
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Statista
Publication date	June 2021
Original source	<i>n.a.</i>
Website URL	visit the website
Notes:	<i>All values are rounded estimates or projections.</i>

Description

This statistic shows the estimated and projected size of the total global dietary supplements market from 2016 to 2028. By 2028, the dietary supplements market is projected to generate around 308 billion U.S. dollars worldwide.

[Back to statistic](#)

Value of the superfoods market worldwide from 2020 to 2026 (in billion U.S. dollars)

Global market value of superfoods 2020-2026

Source and methodology information

Source(s)	KBV Research; Statista
Conducted by	KBV Research; Statista
Survey period	2021
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Statista
Publication date	May 2021
Original source	kbvresearch.com
Website URL	visit the website
Notes:	<i>* Figure is based on own calculation using a CAGR of 7.3 percent provided by the source. Figure was rounded.</i>

Description

In 2020, the global superfoods market was valued at about 137 billion U.S. dollars. The market was expected to reach a value of about 209.1 billion U.S. dollars by 2026.

[Back to statistic](#)

Value of the dietary supplements market worldwide in 2018 and 2020 with a forecast to 2026, by region (in billion U.S. dollars)

Regional breakdown of the size of the global dietary supplements market 2018-2026

Source and methodology information

Source(s)	Statista estimates; Reports And Data
Conducted by	Statista estimates; Reports And Data
Survey period	2018, 2020, 2028
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Statista
Publication date	September 2021
Original source	<i>n.a.</i>
Website URL	visit the website
Notes:	* <i>Forecast</i>

Description

Between 2018 and 2020, the North American dietary supplements market grew from 42.6 to 50.7 billion U.S. dollars. The market is projected to grow further and reach about 72 billion U.S. dollars by 2026. The Asia-Pacific market in 2026 is forecast to be about 20 billion U.S. dollars smaller than its NA counterpart. Europe has the smallest market of the regions depicted here and it is expected to stay that way.

[Back to statistic](#)

Sales of vitamin and mineral products in the self medication market in Europe in 2020, by country* (in million euros)

Self-medication: sales of vitamins and minerals in Europe by country 2020

Source and methodology information

Source(s)	AESGP
Conducted by	AESGP
Survey period	2020
Region(s)	Europe
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	AESGP
Publication date	August 2021
Original source	aesgp.eu
Website URL	visit the website
Notes:	<i>* Values are for 2020, or latest year available. Excluding hospital sales.</i>

Description

This statistic depicts the sales of self-medication vitamins and minerals in Europe in 2020 (or latest year available), by country. According to the latest data, Poland was among the market leaders in sales of self-medication vitamins and minerals at some 412 million euros in sales.

[Back to statistic](#)

Worldwide sales of organic food from 1999 to 2019 (in billion U.S. dollars)

Worldwide sales of organic foods 1999-2019

Source and methodology information

Source(s)	FiBL; IFOAM; Organic Monitor
Conducted by	FiBL; IFOAM; Organic Monitor
Survey period	1999 to 2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	FiBL; IFOAM
Publication date	March 2021
Original source	The World of Organic Agriculture 2021, page 22
Website URL	visit the website
Notes:	<i>Figures have been converted from euros to U.S. dollars using the OANDA currency converter.</i>

Description

The global sales of organic food have increased between 2000 and 2019. In 2019, sales of organic food amounted to 106 billion U.S. dollars, up from nearly 18 billion dollars in 2000.

Organic agriculture

What constitutes organic food can vary significantly depending on the country and certifier, but it often refers to crops grown without artificial pesticides, genetic modifications, or petroleum-based fertilizers. For meat, dairy, and eggs to be labelled as organic, the animals must be raised on organic feed, given adequate time outdoors, and not fed growth hormones. In 2018, there were nearly 72 million hectares of organic farms worldwide. In India alone there were nearly 1.4 million organic food producers, more than any other country.

Organic food in the United States

North America accounts for half of the retail sales of organic food worldwide, making it the largest market for organic food, with most of that being attributed to the United States. Organic food in the United States has occupied a greater share of the total food sales every year since 2008. In 2019, about 5.8 percent of total food sales in the United States were generated by organic food.

[Back to statistic](#)

Retail sales value of meat substitutes in the European Union and the UK from 2010 to 2019 with a forecast for 2020 and 2025 (in million euros)

Retail sales value of meat substitutes in Europe 2010-2025

Source and methodology information

Source(s)	Think ING; Euromonitor
Conducted by	Euromonitor
Survey period	2010 to 2025
Region(s)	United Kingdom, EU
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Think ING
Publication date	October 2020
Original source	Growth of meat and dairy alternatives is stirring up the European food industry, page 6, 13
Website URL	visit the website
Notes:	* <i>Forecast</i>

Description

Between 2010 and 2019, the retail sales value of meat substitutes in the European Union and the United Kingdom increased by approximately 121 percent, reaching close to 1.4 billion euros in 2019. A further growth of meat substitutes' retail sales value is expected. The market pales in comparison to the meat market which is at about 135 times its size.

European market for meat substitutes

The United Kingdom and Germany were the leading markets for meat substitutes in Europe. For 2018, estimates put the UK market at over 400 million U.S. dollars and Germany at around half of that. Both countries were also among the top five countries, together with Italy, Sweden and Spain, whose population were most likely to eat meat substitutes. As of September 2018, about 49 percent of the population of Great Britain would try such products, while French, Hungarian and Romanian consumers remain to be convinced with over 60 percent. In the case of Romania, over 70 percent of the populous in these countries stating that they would not eat plant-based alternatives.

The British consumer base in focus

According to the producers of the Impossible Burger, a popular meat substitute product, a vast majority of consumers who eat the Burger are meat-eaters. Interestingly vegans in Britain were more likely to describe plant-based meat alternatives as 'junk foods' than meat eaters. Which gives us a perspective on who these products are predominantly aimed at.

About a quarter of British meat eaters tried to actively reduce their consumption of meat in 2019. A relevant barrier for the success of substitutes on the British market were consumers perceptions of the products. Almost a third of consumers viewed them as too expensive and a quarter viewed them as highly processed. Only slightly less respondents said meat alternatives are not as good a source of protein as meat. For the producers of alternative meat products such as Beyond Burger and Impossible Burger, taste remains [...] *For more information visit our Website*

[Back to statistic](#)

Average annual per-capita spending on health and fitness in selected European countries in 2019 (in GBP)

Average annual spending on health and fitness in selected European countries in 2019

Source and methodology information

Source(s)	Myprotein
Conducted by	Myprotein
Survey period	2019*
Region(s)	Europe
Number of respondents	16,000
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Myprotein
Publication date	November 2019
Original source	myprotein.com
Website URL	visit the website

Notes: ** The age of respondents and the exact survey date have not been stated by the source. Health and Fitness includes: gym membership fees, supplement spending, meal plan spending, personal trainers, and gym clothing.*

Description

In 2019, survey respondents in Italy stated that they spent an annual average of 2,313 British pounds on health and fitness products and services. Italian respondents led their counterparts from France and Germany in expenditures. The biggest part of the spending was made up by supplements followed by gym memberships. Italians spent the most on personal trainers and gym memberships.

Supplement spending

Italian consumers spent the most on high protein food and snacks, while French consumers had the highest overall per-capita spending in Europe. Protein shakes and organic supplements were the leading categories for spending in France. Danish used more money on vegan supplements compared to all categories that were led by either French or Italian consumers.

UK market

Compared to its continental neighbors, the health and fitness enthusiasts in the United Kingdom spent almost 600 pounds less than Italian consumers and almost 250 pounds less than French consumers. Spending on supplements was also lower than in nine other European countries. London, Wales and the West Midlands saw the highest per capita spending on supplements. While some spent hundreds on supplements over half of the UK population never consumes any protein bars. A dedicated few even eat protein bars every day.

[Back to statistic](#)

Average annual per-capita spending on health and fitness supplements in selected European countries in 2019, by type (in GBP)

Average annual spending on supplements in European countries in 2019, by type

Source and methodology information

Source(s)	Myprotein
Conducted by	Myprotein
Survey period	2019*
Region(s)	Europe
Number of respondents	16,000
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Myprotein
Publication date	November 2019
Original source	myprotein.com
Website URL	visit the website

Notes: ** The age of respondents and the exact survey date have not been stated by the source. Supplements include: protein shakes, high-protein food & snacks, organic supplements, vegan supplements, vitamins & minerals, weight-loss supplements.*

Description

In 2019, European consumers spent most of their fitness supplement budget on protein shakes. In France, approximately 35 percent of consumer spending on health and fitness supplements was spent on protein shakes. In Germany and the United Kingdom, spending on protein shakes accounted for 31 percent and 40 percent of consumers' supplement expenditures, respectively.

The global sports nutrition market

The global sports nutrition market was valued at 50.84 billion U.S. dollars in 2018 and is forecast to increase in value to 81.5 billion U.S. dollars by 2023. In Latin America, the sports nutrition market is forecast to increase by 1.91 billion U.S. dollars between 2018 and 2023.

Health and fitness supplements in the United Kingdom

Among various geographical regions in the United Kingdom, London has the highest average per-capita spending on health and fitness supplements with approximately 806 British pounds. Wales and the West Midlands had the second and third highest average per-capita spending, with 717 and 711 British pounds, respectively. Scotland had the lowest per-capita spending among UK regions.

[Back to statistic](#)

Organic retail sales value in the European Union and Europe from 2004 to 2019 (in billion euros)

European Union and Europe: organic retail sales value from 2004 to 2019

Source and methodology information

Source(s)	FiBL; AMI; European Commission; OrganicDataNetwork
Conducted by	FiBL; AMI; OrganicDataNetwork
Survey period	2007 to 2019
Region(s)	Europe
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	FiBL
Publication date	March 2021
Original source	The World of Organic Agriculture 2021, page 266
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

Organic retail sales in 2019 came to approximately 41.5 billion euros in the European Union and 45 billion in Europe. In both cases an increase could be observed over the entire period. An annual increase was seen between 2004 and 2019 for both regions with a steep acceleration of growth, beginning around 2014. Retail sales of organic food in Germany amounted to approximately eleven billion in 2019. Second biggest market measured in retail sales was France.

Per capita consumption

Per capita spending on organic food in the EU-28 reached 84 euros per person. The highest spending on organic food could be observed in the Alps and in the North of the continent. In Switzerland and Denmark, per capita spending reached 338 and 312 euros in 2019, respectively. Sweden came in second and third with a spending of 231 euros.

Sales in Germany and the UK

The German market has seen a continuous upward trend in sales since the year 2000 barring only the year 2009. The dip was likely caused by the financial crisis. In contrast, UK sales suffered immensely in 2008 and the following years. The loss in sales was so heavy that the market needed until 2017 to generate more sales than were generated in 2007.

[Back to statistic](#)

Retail sales value of organic agriculture products in Europe in 2019, by country (in million euros)

Organic products: retail sales value in selected countries in Europe in 2019

Source and methodology information

Source(s)	FiBL; AMI; IFOAM
Conducted by	FiBL; AMI
Survey period	2019
Region(s)	Europe
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	FiBL; IFOAM
Publication date	March 2021
Original source	The World of Organic Agriculture 2021, page 266
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

Germany has the largest market for organic products in Europe. In 2019, retail sales values for organic products in Germany amounted to almost eleven billion euros. France had the second largest market with sales reaching slightly over nine billion euros. The products that were most commonly labelled as organic in France were Fruits and vegetables, dairy products and eggs. Most food supplements and prepared foods were not organic.

Organic farming in Europe

Organic farming standards usually vary widely from country to country. The EU published common rules for organic production and labelling in May of 2018. The largest land area producing organic products in Europe could be found in Spain with over two million hectares, followed by France and Italy. Overall organic sales revenue in Europe reached 40.7 billion euros in 2018. Of those 37.4 billion were made in the European Union.

The German market

In 2019, organic market revenue in Germany amounted to almost twelve billion euros. Revenues on the German market have been growing since 2004, except for a small decline in growth in 2009. Most of the revenue was generated by food stores. The revenues these stores made with organic products more than doubled between 2008 and 2019.

[Back to statistic](#)

Distribution of organic retail sales in the European Union (EU-28) in 2019, by country

Distribution of organic retail sales in the European Union (EU-28) in 2019

Source and methodology information

Source(s)	FiBL; AMI; IFOAM
Conducted by	FiBL; AMI
Survey period	2019
Region(s)	Europe
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	FiBL; IFOAM
Publication date	March 2021
Original source	The World of Organic Agriculture 2021, page 248
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

In 2019, Germany has the largest portion of organic products retail sales in the European Union (EU-28) at 31 percent, followed by France at 29 percent. Switzerland had a share of approximately 8 percent.

[Back to statistic](#)

Share of retail sales of organic products in selected countries in Europe in 2019, by country

Retail sales share of organic products in selected countries in Europe in 2019

Source and methodology information

Source(s)	FiBL; AMI; IFOAM
Conducted by	FiBL; AMI
Survey period	2019
Region(s)	Europe
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	FiBL; IFOAM
Publication date	March 2021
Original source	The World of Organic Agriculture 2021, page 266
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

In 2019, Denmark has the largest portion of organic products retail sales among selected countries in Europe at 11.5 percent, followed by Switzerland at 10.4 percent. Austria had a share of approximately 9.3 percent.

[Back to statistic](#)

Per capita consumption of organic food in the European Union (EU-28) from 2005 to 2019 (in euros)

Per capita consumption of organic food in the European Union (EU-28) 2005-2019

Source and methodology information

Source(s)	FiBL; AMI; IFOAM
Conducted by	FiBL; AMI
Survey period	2005 to 2019
Region(s)	Europe
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	FiBL; IFOAM
Publication date	March 2021
Original source	The World of Organic Agriculture 2021, page 251
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

In 2019, the per capita consumption of organic food European Union (EU-28) was at approximately 84 euros. There has been an increase of almost 62 euros in the per capita consumption of organic food of organic since 2005.

[Back to statistic](#)

Per capita spending on organic food in selected countries in Europe in 2019 (in euros)

Organic food: per capita spending in selected countries in Europe 2019

Source and methodology information

Source(s)	FiBL; AMI; IFOAM
Conducted by	FiBL; AMI
Survey period	2019
Region(s)	Europe
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	FiBL; IFOAM
Publication date	March 2021
Original source	The World of Organic Agriculture 2021, page 2666
Website URL	visit the website
Notes:	<i>The source notes that: "Where not published data exists, best estimates from experts have been used, but new data were not available for all countries. Therefore, in some cases earlier estimates are shown. Values published in national currencies were converted to euros using the 2018 average annual [...] For more information visit our Website</i>

Description

The per capita spending on organic food in Europe varies depending on the country in question. In 2019, organic food purchases were highest in Switzerland with 338 euros spent per person. The EU average came to 84.4 euros. Eastern European countries show the lowest spending, with Estonia, the Eastern European country with the highest per capita spending, still below half of the EU average.

What qualifies as organic food?

Food products must adhere to certain national standards to be considered organic. Most commonly, this means the food is grown and processed without being subjected to synthetic compounds such as fertilizers, pesticides, antibiotics and food additives. This extends to the land which the produce is grown on, which needs to be free of prohibited chemicals for multiple years in a row. Livestock also must adhere to specific feeding, housing and breeding requirements. Further restrictions may apply. Worldwide these vary strongly from nation to nation.

In the European Union products need to be certified and specific labels for products exist to inform the consumer that the product adheres to EU standards. In 2017, this label (a green rectangle that shows twelve stars that form the outline of a leaf) was only recognized by 27 percent of respondents.

Organic market in the EU

Between 2014 and 2018 organic retail sales in the EU and the entirety of Europe have seen strong growth. Every year in that period saw the EU market grow by 3.4 to 3.5 billion Euros. Germany was the leading market with just under 11 billion generated in organic sales. However, the largest share of organic products can be found on the Danish market.

[Back to statistic](#)

Market share for retail sales value of organic meat in selected European countries in 2019, by country

Organic market share of meat in selected countries in Europe 2019, in sales value

Source and methodology information

Source(s)	Various sources; FiBL; AMI
Conducted by	FiBL; AMI
Survey period	2019
Region(s)	Europe
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	FiBL; IFOAM
Publication date	March 2021
Original source	The World of Organic Agriculture 2021, page 256
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

In 2019, 6.2 percent of the meat revenue in Switzerland came from the sales of organic meat. By comparison, in the Czech Republic and Norway this was less than one percent.

[Back to statistic](#)

Market share of organic bread and bakery products for selected countries in Europe in 2019, based on retail sales value

Market share of organic bread in selected countries Europe 2019

Source and methodology information

Source(s)	FiBL; AMI; IFOAM
Conducted by	FiBL; AMI
Survey period	2016 to 2019
Region(s)	Europe
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	FiBL; IFOAM
Publication date	March 2021
Original source	The World of Organic Agriculture 2021, page 252
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

In 2019, Germany has the largest share of organic bread at 7.4 percent of the product group, followed by France with 5.3 percent. The share of organic bread in the United Kingdom (U.K.) was approximately 0.3 percent.

[Back to statistic](#)

Per capita consumption of meat in Europe from 2000 to 2020, with a forecast for 2030, by type (in kilos)

Per capita consumption of meat in Europe 2000-2030, by type

Source and methodology information

Source(s)	European Commission
Conducted by	European Commission
Survey period	2016 to 2030
Region(s)	Europe
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	European Commission
Publication date	September 2020
Original source	EU Agricultural Outlook 2020, page 36
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

Between 2000 and 2030, the per capita consumption of pork and poultry was consistently higher than the amount of mutton and beef consumed in Europe. In 2020, Europeans consumed 33.4 kilos of pork, while the per capita consumption of beef was significantly lower, at 10.6 kilos in total. The per capita consumption of both pork and beef were forecast to decrease over the following years, while the amount of poultry consumed was expected to grow.

[Back to statistic](#)

Do you avoid eating meat?

Share of vegetarians, vegans, and pescatarians in selected European countries in 2021

Source and methodology information

Source(s)	Statista Global Consumer Survey (GCS)
Conducted by	Statista
Survey period	2021*
Region(s)	Europe
Number of respondents	n.a.
Age group	18-64 years
Special characteristics	n.a.
Published by	Statista
Publication date	August 2021
Original source	Statista Global Consumer Survey
Website URL	visit the website

Notes:
The original survey question was: "Do you follow one or more of the following nutrition rules?" This statistic shows the share of all who answered "Vegan (not eating any animal products), vegetarian (not eating meat and fish), and pescatarian (not eating meat, but eating fish)".
**Depending on the co [...] For more information visit our Website*

Description

The displayed data on the share of non-meat eaters shows results of the Statista Global Consumer Survey conducted in a variety of European countries in 2021. Some 14 percent of respondents in Germany answered the question "Do you follow one or more of the following nutrition rules?" with "Vegetarian (not eating meat and fish)", "Vegan (not eating any animal products)", or "Pescatarian (not eating meat, but eating fish)".

[Back to statistic](#)

Share of young adults who are vegetarian or vegan in selected European countries in 2021

Vegetarianism and veganism among young adults in selected European countries 2021

Source and methodology information

Source(s)	Statista Global Consumer Survey (GCS)
Conducted by	Statista
Survey period	April 2021 to June 2021*
Region(s)	France, Germany, Italy, Poland, Spain
Number of respondents	<i>n.a.</i>
Age group	18-29 years
Special characteristics	<i>n.a.</i>
Published by	Statista
Publication date	August 2021
Original source	Statista Global Consumer Survey
Website URL	visit the website
Notes:	<i>The original survey question was: "Do you follow one or more of the following nutrition rules?" This statistic shows the share of all who answered "Vegan (not eating any animal products) or "Vegetarian (not eating meat and fish)". *Depending on the country, the survey was carried out in during diffe [...] For more information visit our Website</i>

Description

In 2021, Germany had the highest share of polled individuals aged between 18 and 29 years of age who were vegetarian or vegan in Europe. Among respondents in all countries the share of vegetarians was higher than the share of vegans.

Environmental issues

Meat and dairy products provide approximately 18 percent of the world's food calories and 37 percent of protein, while they simultaneously utilize 83 percent of farmland and contribute between 56 and 58 percent of the greenhouse gas emissions produced by the worldwide agricultural industry. Reducing consumption of meat and dairy products would therefore be an efficient method of reducing the environmental impact of the agricultural industry on the planet. In the UK, greenhouse gas emissions from the agricultural industry amounted to approximately 46 million tons of CO2 in 2019. A year earlier, total emission in the EU were about 435 million metric tons.

European perspective

The meat-free market is gaining momentum in Germany where the sales of meat substitutes is expected to reach approximately 256 million US Dollars by 2020 . At the same time meat consumption in Germany is expected to fall. Consumption was forecast to also sink in Italy and France. However, overall European consumption was expected to rise.

[Back to statistic](#)

Retail sales value of meat substitutes in Western Europe in 2021, by category (in million U.S. dollars)

Retail sales value of meat substitutes in Western Europe 2021, by category

Source and methodology information

Source(s)	Statista
Conducted by	Statista
Survey period	2021
Region(s)	Europe
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Statista
Publication date	November 2021
Original source	agr.gc.ca
Website URL	visit the website

Notes: *The source defines Western Europe as Austria, Belgium, Denmark, Finland, France, Germany, Greece, Iceland, Italy, the Netherlands, Norway, Portugal, Ireland, Spain, Sweden, Switzerland and the United Kingdom.*

Description

In 2021, the retail sales value of grain based meat substitutes in Western Europe was estimated to be roughly 1.4 billion U.S. dollars. Grain based substitutes were the largest segment on the market. By comparison, the sales value of vegetable and plant-based proteins was roughly 484 million dollars this year. Single cell protein meat substitutes from fungi and algae are not included here but have a multi million dollar market.

[Back to statistic](#)

Retail sales value of grain-based meat substitutes in Western Europe in from 2015 to 2020, with a forecast till 2022 (in million U.S. dollars)

Retail sales value of grain-based meat substitutes in Western Europe 2015-2022

Source and methodology information

Source(s)	Statista
Conducted by	Statista
Survey period	2015 to 2022
Region(s)	Europe
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Statista
Publication date	October 2021
Original source	<i>n.a.</i>
Website URL	visit the website

Notes: *The source defines Western Europe as Austria, Belgium, Denmark, Finland, France, Germany, Greece, Iceland, Italy, the Netherlands, Norway, Portugal, Ireland, Spain, Sweden, Switzerland and the United Kingdom. *Estimates ** Forecast figures.*

Description

Between 2015 and 2020, the retail sales value of grain-based meat substitutes in Western Europe increased by over 524 million euros, reaching close to a billion U.S. dollars in 2020. In the nearby future, a further growth of grain-based meat substitutes retail sales value is expected. The sales value of grain-based meat substitutes is forecast to reach nearly 1.9 billion dollars in 2022.

[Back to statistic](#)

Retail sales value of soy based meat substitutes in Western Europe from 2015 to 2020, with a forecast for till 2022 (in million U.S. dollars)

Retail sales value of soy meat substitutes in Western Europe 2015-2022

Source and methodology information

Source(s)	Statista
Conducted by	Statista
Survey period	2015 to 2022
Region(s)	Europe
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Statista
Publication date	October 2021
Original source	<i>n.a.</i>
Website URL	visit the website

Notes: *The source defines Western Europe as Austria, Belgium, Denmark, Finland, France, Germany, Greece, Iceland, Italy, the Netherlands, Norway, Portugal, Ireland, Spain, Sweden, Switzerland and the United Kingdom. *Estimates. ** Forecast figures.*

Description

Between 2015 and 2020, the retail sales value of soy based meat substitutes in Western Europe increased by over 400 million euros, reaching approximately 870 million U.S. dollars in 2020. In the nearby future, a further growth of soy based meat substitutes retail sales value is expected. The sales value of soy meat substitutes is forecast to reach nearly 1.5 billion dollars in 2022.

[Back to statistic](#)

Retail sales value of vegetable/plant based protein meat substitutes in Western Europe from 2015 to 2020, with a forecast till 2022 (in million U.S. dollars)

Retail sales value of plant based meat substitutes in Western Europe 2015-2022

Source and methodology information

Source(s)	Statista
Conducted by	Statista
Survey period	2015 to 2022
Region(s)	Europe
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	Excluding grain and soy.
Published by	Statista
Publication date	October 2021
Original source	<i>n.a.</i>
Website URL	visit the website
Notes:	<i>The source defines Western Europe as Austria, Belgium, Denmark, Finland, France, Germany, Greece, Iceland, Italy, the Netherlands, Norway, Portugal, Ireland, Spain, Sweden, Switzerland and the United Kingdom. *Estimates ** Forecast figures.</i>

Description

Between 2015 and 2020, the retail sales value of vegetable and plant based protein meat substitutes in Western Europe increased by about 171 million euros, reaching approximately 364 million U.S. dollars in 2020. In the nearby future, a further growth of vegetable/plant based protein meat substitutes' retail sales value is expected. The sales value of vegetable and plant meat substitutes is forecast to reach close to 630 million dollars in 2022.

[Back to statistic](#)

Sales value of meat substitutes in selected countries in Europe between October 2019 and September 2020 (in million euros)

Meat substitutes market size in selected countries in Europe 2019/2020

Source and methodology information

Source(s)	Nielsen; Smart Protein project
Conducted by	Nielsen
Survey period	October 2019 to September 2020
Region(s)	Europe
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Smart Protein project
Publication date	February 2021
Original source	Plant-based foods in Europe: How big is the market? Slide 27
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

Between October 2020 and September of 2021, the United Kingdom was Europe's leading meat substitutes market, with sales of over 502 million euros. The market size of runner up Germany was roughly 357 million euros. By comparison, sales of meat substitutes in Romania reached around five million euros. While the UK market is bigger, the German market has been growing faster .

[Back to statistic](#)

YA sales growth of plant-based meat substitutes in selected European countries from October 2019 to September 2020

Sales growth of plant-based meat products in selected European countries in 2019/2020

Source and methodology information

Source(s)	Smart Protein project; Nielsen
Conducted by	Nielsen
Survey period	October 2019 to September 2020*
Region(s)	Europe
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	Sales growth compared to the preceding 12 months
Published by	Smart Protein project
Publication date	February 2021
Original source	Plant-based foods in Europe: How big is the market?
Website URL	visit the website
Notes:	* CW39 to CW42 depending on country

Description

In Germany, the sales of plant-based meat products increased by 76 percent when comparing the twelve-month period ending in September 2020 to the preceding 12 months. The United Kingdom saw less than half of this growth. However, for now, the UK market for these products remains bigger than the German market. Growth was also high in the Austrian market. Here, the relatively small market grew 52 percent in the span of 12 months.

[Back to statistic](#)

Forecast of the probiotic supplements market value in Europe from 2017 to 2027 (in million U.S. dollars)

Forecast of the probiotic supplements market value in Europe 2017-2027

Source and methodology information

Source(s)	Netscribes
Conducted by	Netscribes
Survey period	2017 to 2027
Region(s)	Europe
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Netscribes
Publication date	December 2020
Original source	Global Probiotic Supplement Market, table Global Data
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

The market for probiotic supplements in Europe is forecast to increase from approximately 365 million U.S. dollars in 2017 to nearly 921 million in 2027. This would constitute more than a doubling of market values in that time frame.

[Back to statistic](#)

Forecast of the probiotic supplements market value in Europe from 2017 to 2027 (in million U.S. dollars), by application

Probiotic supplements market value in Europe 2017-2027, by application

Source and methodology information

Source(s)	Netscribes
Conducted by	Netscribes
Survey period	2017 to 2027
Region(s)	Europe
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Netscribes
Publication date	December 2020
Original source	Global Probiotic Supplement Market, table Global Data
Website URL	visit the website
Notes:	<i>* The Source notes that other applications include Skin health, prostate health, cardiovascular health, stress and mood maintenance, metabolic health, blood sugar level maintenance, obesity, cancer, and diabetes.</i>

Description

In Europe, the market value of probiotic supplements for gastrointestinal health is forecast to remain the largest, in comparison with other applications for probiotic supplements. The market for probiotic supplements for gastrointestinal health is predicted to increase from approximately 237 million U.S. dollars in 2017 to nearly 633 million in value by 2027. Probiotic supplements for immune health are forecast to remain the second largest market, with a market value of approximately 144 million U.S. dollars in 2027.

[Back to statistic](#)

Forecast of the probiotic supplements market value in online stores in Europe from 2017 to 2027 (in million U.S. dollars)

Forecast of the online probiotic supplements market value in Europe 2017-2027

Source and methodology information

Source(s)	Netscribes
Conducted by	Netscribes
Survey period	2017 to 2027
Region(s)	Europe
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Netscribes
Publication date	December 2020
Original source	Global Probiotic Supplement Market, table Global Data
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

The market for probiotic supplements distributed in online stores in Europe is forecast to increase from 72.3 million U.S. dollars in 2019 to 191.7 million in 2027. This marks more than a doubling of market values in the period of time displayed.

[Back to statistic](#)

Forecast of the probiotic supplements market value in Europe from 2017 to 2027 (in million U.S. dollars), by source

Probiotic supplements market value in Europe 2017-2027, by source

Source and methodology information

Source(s)	Netscribes
Conducted by	Netscribes
Survey period	2017 to 2027
Region(s)	Europe
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Netscribes
Publication date	December 2020
Original source	Global Probiotic Supplement Market, table Global Data
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

In Europe, probiotic supplement products that have bacteria as their source are forecast to grow from approximately 332 million U.S. dollars in 2017 to nearly 858 million in 2027, corresponding with an compound annual growth rate (CAGR) of 9.76 percent. In comparison, products that have yeast as their source are estimated to grow from approximately 33 million U.S. dollars in 2017 to nearly 63 million in 2027, a compound annual growth rate of 6.50 percent.

[Back to statistic](#)

Forecast of the probiotic supplements market value in Europe from 2017 to 2027 (in million U.S. dollars), by form

Forecast of the probiotic supplements market value in Europe 2017-2027, by form

Source and methodology information

Source(s)	Netscribes
Conducted by	Netscribes
Survey period	2017 to 2027
Region(s)	Europe
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Netscribes
Publication date	December 2020
Original source	Global Probiotic Supplement Market, table Global Data
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

The market value of probiotic supplements in Europe in the form of liquids is predicted to increase from approximately 128 million U.S. dollars in 2017 to nearly 344 million in 2027. By contrast, the market value of probiotic supplements in dry form is predicted to grow from approximately 237 million in 2017 to nearly 577 million in 2027.

[Back to statistic](#)

Forecast of the dry probiotic supplements market value in Europe from 2017 to 2027 (in million U.S. dollars), by type

Forecast market value of dry probiotic supplements in Europe 2017-2027, by type

Source and methodology information

Source(s)	Netscribes
Conducted by	Netscribes
Survey period	2017 to 2027
Region(s)	Europe
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Netscribes
Publication date	December 2020
Original source	Global Probiotic Supplement Market, table Global Data
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

In Europe, the various types of supplements on the market for dry probiotics are forecast to have compound annual growth rates of 8.79 percent or more. The market share of powder products is estimated to grow from approximately 52.2 million U.S. dollars in 2017 to nearly 123.9 in 2027, with the afore mentioned growth rate. By contrast, the market share of chewable products is forecast to increase from approximately 33.2 million U.S. dollars in 2017 to nearly 87 million in 2027, corresponding with a compound annual growth rate (CAGR) of 10.14 percent.

[Back to statistic](#)