

SYNBIOTICS

GLOBAL
PREBIOTIC
ASSOCIATION

More than just probiotics + prebiotics

Synbiotics are “a mixture comprising live microorganisms and substrate(s) selectively utilized by host microorganisms that confers a health benefit on the host”.¹

COMPLEMENTARY

One or more of the probiotics and prebiotics working independently in a formulation to generate a health benefit.²

2 TYPES OF SYNBIOTICS

SYNERGISTIC

The prebiotics are selected specifically to amplify the benefits of the chosen probiotic, yielding a more significant combined benefit.²



The global synbiotic product market size is anticipated to reach \$1.3B by 2027, expanding at a CAGR of 8.3% from 2021-2027³



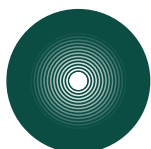
New synbiotic launches grew an average of 41% annually globally between 2016 and 2020⁴



38% of prebiotic users look for a probiotic/synbiotic combination or synbiotics when choosing which prebiotic to purchase⁵

BENEFITS OF SYNBIOTICS^{6,7,8}

Synbiotics have been linked to a number of health benefits, including:



Managing inflammation



Controlling lipid profile



Managing overweight or obesity and metabolic syndrome



Exerting anti-neoplastic effects (fighting cancerous cells)



Preventing and treating atopic dermatitis



Managing non-alcoholic fatty liver disease



Enhancing immune function



Managing surgical infections and complications

Scan the QR code to access the references
PrebioticAssociation.org

