

SYNBIOTICS

More than just probiotics • prebiotics

GLOBAL
PREBIOTIC
ASSOCIATION

Synbiotics are mixtures of live or inanimate microorganisms co-administered with substrate(s) selectively utilized by either the co-administered microorganism or the host's indigenous microorganisms, conferring a health or performance benefit.

TWO TYPES OF SYNBIOTICS:

1

COMPLIMENTARY

Comprise one or more live or inanimate microorganisms co-administered with a substrate that independently work in the formulation to generate a health benefit that is additive.

2

SYNERGISTIC

Comprise a substrate that is utilized selectively by the co-administered live or inanimate microorganisms, yielding a significant combined benefit.

DID YOU KNOW...?

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INDUSTRY
INSIGHTS



The global synbiotic product market size is anticipated to reach **\$1.2B by 2032**, expanding at a compound annual growth rate of 7.5% from 2022-2032.



New synbiotic launches grew an average of **41% annually** globally between 2016 and 2020.



28% of prebiotic users specifically look for a probiotic/prebiotic combination, while another **11%** are looking for the word *synbiotic*.

[PREBIOTICASSOCIATION.ORG](https://prebioticassociation.org)

BENEFITS OF SYNBIOTICS:

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



Managing
inflammation



Reducing
lipid profile



Weight
management



Exerting
antineoplastic
effects (fighting
cancerous cells)



Preventing
and managing
atopic dermatitis



Managing
non-alcoholic
fatty liver disease



Supporting
immune
function



Managing
surgical infections
and complications



Supporting
gastrointestinal
health



Enhancing
cognitive
health