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SOUTH AFRICAN

PROBIOTICS

MARKET SIZING & COMPETITOR ANALYSIS INSIGHTS REPORT

Published: OCTOBER 2026

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Contact us to discuss scope

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More than just market intelligence, the reports become a valuable knowledge-sharing tool, helping leadership teams make informed decisions through regularly updated insights on competitor news and financial results, product launches, industry trends, global and South African news and legislation, innovation and technology, and socio-political developments. The result is clear, decision-support intelligence that helps your business anticipate risks, identify opportunities and stay ahead of market change.

Contact us to discuss scope

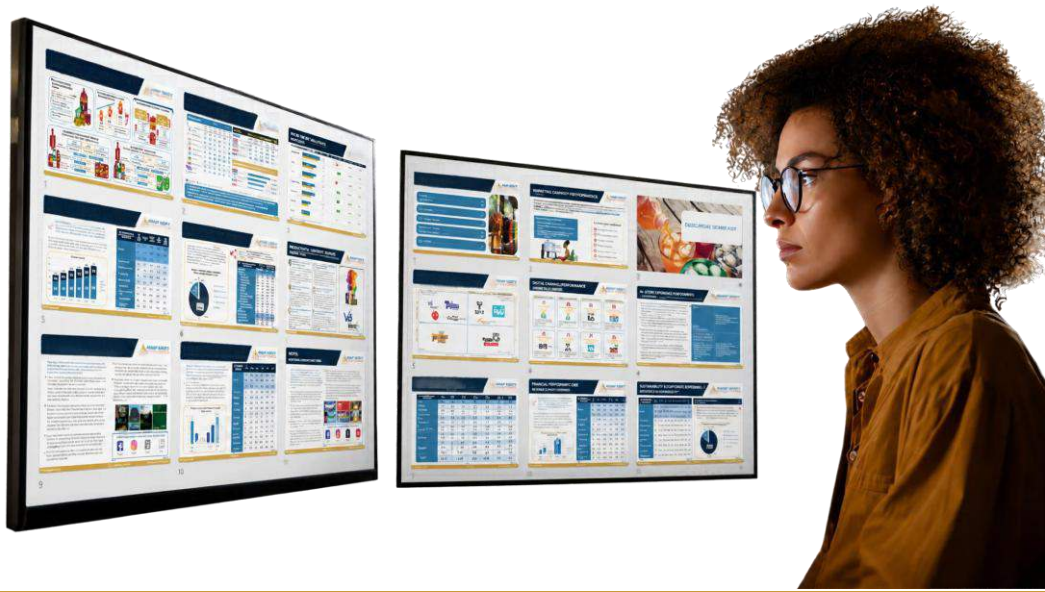
SA MARKET SIZING & COMPETITOR ANALYSIS
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The **South African Market Sizing and Competitor Analysis Insights Report** provides a dynamic synthesis of industry research, examining the local industry, in-depth view of the market players and competitors, their latest company news in terms of products, services, marketing initiatives, the latest marketing and advertising news, products offered and social media following.

Key questions the report will help you to answer

- What are the current market dynamics (market size and market value): 2020-2025 Actual, 2026-2030 Forecasts?
- Which are the key manufacturers, distributors, and retail players in the South African industry?
- What is the latest company news for key players in terms of products, services, and new launches?
- For each key manufacturer, what are the products offered?
- How does each key player position themselves, and what are the strategic implications?



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COMPANIES IN COMPETITOR ANALYSIS

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Austell
Medicine with a conscience

Ascendis HEALTH

Cipla

aspen PHARMACARE

BFC PHARMA

Amipro
Metagenics

BIOGEN
FOR THE RESULTS YOU WANT

adcock ingram
Adding value to life

inova pharmaceuticals

Releaf Pharmaceuticals

Nativa
health • science • nature

cfao HEALTHCARE

efficient MICROBES

Bioflora (PTY) Ltd

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SCREENSHOTS FROM REPORT

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47-page report filled with detailed charts, graphs, and insights



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SAMPLE FROM REPORT
METAGENICS SOUTH AFRICA (AMIPRO) COMPANY NEWS

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Metagenics South Africa Hosts CPD-Accredited Longevity Seminar

In September 2026, Metagenics announced that it would host a CPD-accredited seminar in October in both Johannesburg and Cape Town. The course is designed for healthcare professionals, with sessions covering gut integrity, inflammation, nutrition, hormonal health and cardiometabolic ageing, featuring talks delivered by various experts. ***(23 September 2026)***

Metagenics South Africa Runs 'I Love Metagenics' Competition

In September 2026, Metagenics South Africa ran the 'I Love Metagenics' competition, inviting consumers to share photos or videos about their wellness experiences with Metagenics products for a chance to win R10,000 worth of products. The campaign encourages participants to tag MetagenicsSA and Wellness Warehouse and use the '#ILoveMetagenics' hashtag. ***(21 September 2026)***

Metagenics South Africa Expands Availability Through Takealot

In June 2026, Metagenics South Africa expanded its retail presence by launching an official store-in-store on Takealot, offering a curated selection of its most popular formulations. The range includes products supporting gut health and mental wellbeing, providing consumers with simpler, faster and more convenient access to Metagenics products through another retail channel. ***(4 June 2026)***

Metagenics South Africa Shares Guidance On Choosing The Right Probiotic

In May 2026, Metagenics South Africa shared guidance on selecting probiotics based on individual health goals and the specific Probiotic strains. The company highlighted that Probiotics are not one-size-fits-all and that product selection should consider the intended benefit and formulation. The guidance aimed to help consumers make informed Probiotic choices about gut health. ***(5 May 2026)***

Metagenics South Africa Offers 15% Off Its Entire Range

In March 2026, Metagenics South Africa offered 15% off its product range through its online store and at The Harvest Market, Lillies Quarter. Earlier, in February, the company specifically promoted its UltraFlora Balance Probiotic at Wellness Warehouse, offering 10% off the 30-capsule pack and 15% off the 60-capsule pack for a limited period. The promotion highlighted UltraFlora Balance for gut health and balance. ***(10 March 2026)***

Metagenics South Africa Holds Cycle 1 Sales And Marketing Meeting

In February 2026, Metagenics South Africa brought its Sales and Marketing team together at Zebula Golf Estate & Spa for its Cycle 1 Kickoff Meeting. The team reviewed performance, aligned on growth targets and discussed sales plans and initiatives for the next four-month cycle. The meeting also focused on shared priorities and strengthening collaboration across the team. ***(25 February 2026)***

Metagenics South Africa Inaugurates New Johannesburg Office

In December 2025, Metagenics South Africa, along with key partners and stakeholders, inaugurated its new office at Galaxy Park in Johannesburg as part of its 'Project Galaxy' office move. The new facility marks a new phase of growth for the company, with the collaboration and shared energy of the move reflecting the company's collective vision, culture, and commitment to growth. ***(17 December 2025)***

Metagenics South Africa Showcases Supplement Manufacturing Process

In October 2025, Metagenics South Africa shared a behind-the-scenes look at how its supplements are created, taking consumers through the processes from formulation to packaging. The virtual tour highlighted the company's focus on precision, quality and the expert team dedicated to ensuring excellence throughout the production process. ***(14 October 2025)***

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SAMPLE FROM REPORT
NATIVA OVERVIEW & PROBIOTICS BRANDS/PRODUCTS

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Established in 1999, Nativa is a licensed pharmaceutical company offering a broad portfolio of complementary medicines and nutritional supplements. Guided by its commitment to improving quality of life, the company focuses on providing high-quality products that support consumers' health and well-being.

- More specifically, Nativa's operations are guided by values including integrity, innovation, excellence, courage, collaboration and humility. These principles underpin the company's focus on combining scientific research with natural ingredients to develop trusted health and wellness products.
- Headquartered in Centurion, Gauteng, Nativa employs more than 247 people and manages 38 wellness brands, with a portfolio of over 390 products. Furthermore, its products are distributed nationwide through major retailers and pharmacies, including Dis-Chem, Clicks, Checkers, Pick n Pay, Shoprite and SPAR, as well as online platforms such as Takealot and Amazon.
- In terms of its broader offering, Nativa's portfolio includes brands such as Turbovite, Linctagon, OsteoEze, Go!, Nativa Complex, Spasmopep and RadiCAL, amongst others. Collectively, its products span a wide range of categories, some of which include Digestive Health, Immune Support, Diabetic Health, Heart Health, Joint, Bone & Muscle Health, and Nutritional Supplements.
- In particular, the company's Probiotics offering forms part of its broader Digestive Health portfolio and includes Nativa Complex Digestive Support and Spasmopep Digest.

IMAGE	BRAND/PRODUCT
	***Nativa Complex® Digestive Support:*** An all-in-one digestive and Probiotic capsule designed to promote a healthy gut, regular bowel movements, and overall intestinal support. Contains a Probiotic blend of 1 billion CFU per capsule.
	***Spasmopep® Digest:*** A digestive and Probiotic capsule formulated to support digestive system function, promote regular bowel movements, and help relieve occasional constipation. Contains a Probiotic blend of 1 billion CFU per capsule.

Nativa
health • science • nature

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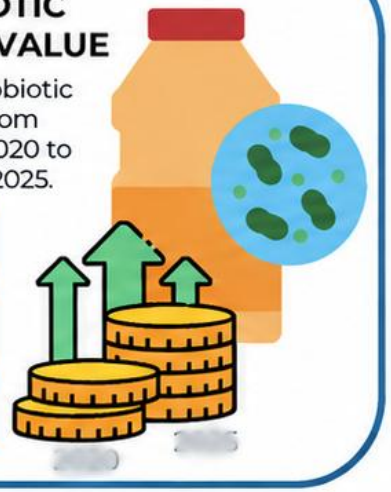
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MARKET SIZE OVERVIEW

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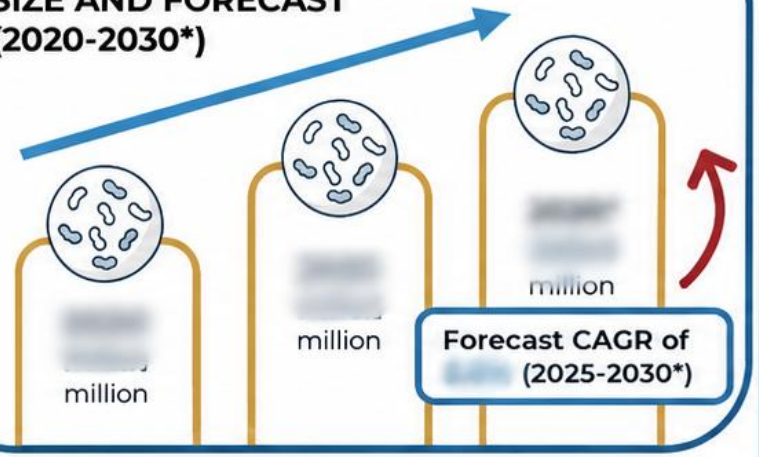
SOUTH AFRICAN PROBIOTIC SUPPLEMENTS MARKET VALUE

The value of the South African Probiotic Supplements market increased from approximately R783.4 million in 2020 to approximately R1,249.8 million in 2025.

- Market increase of [redacted] from 2020 to 2025
- Grew at a CAGR of [redacted] (2020-2025)
- Forecast CAGR of [redacted] (2025-2030*)

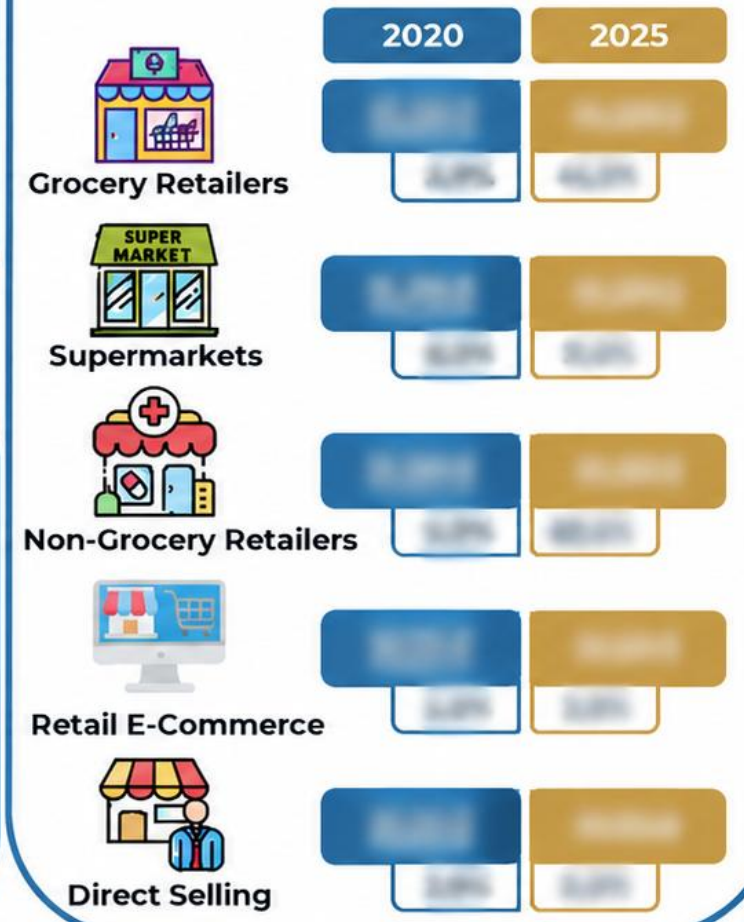


SA PROBOTIC SUPPLEMENTS MARKET SIZE AND FORECAST (2020-2030*)

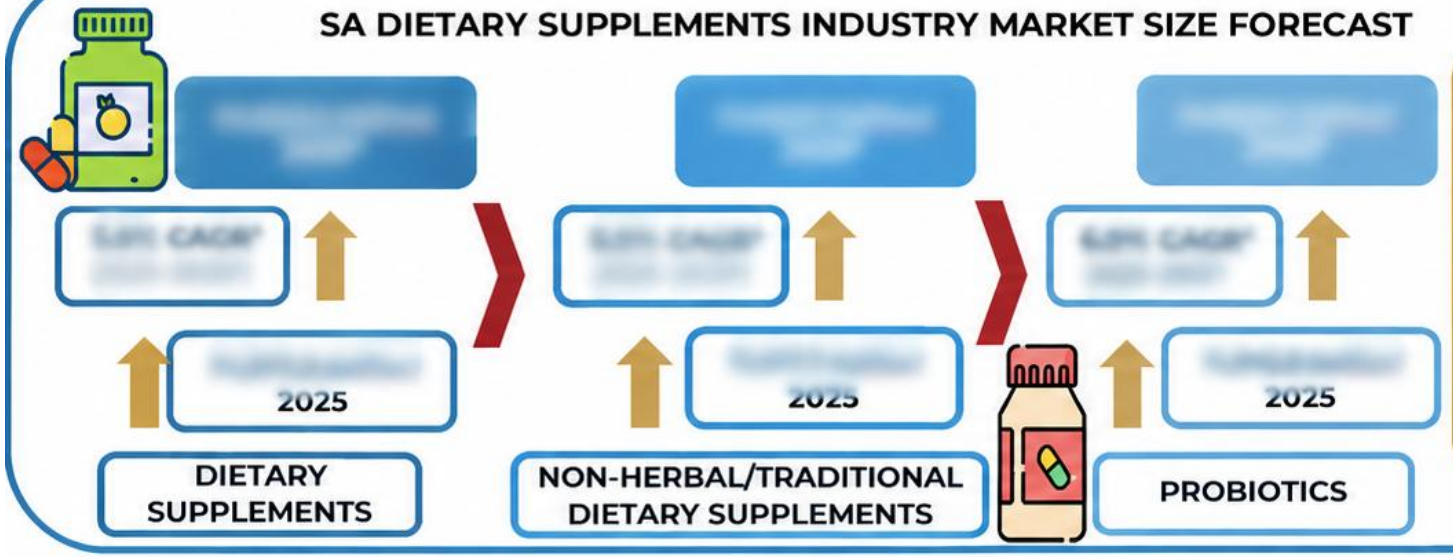


SA VITAMINS AND DIETARY SUPPLEMENTS MARKET DISTRIBUTION: REVENUE SHARE

IN ZAR MILLION



SA DIETARY SUPPLEMENTS INDUSTRY MARKET SIZE FORECAST



The South African Probiotic Supplements market is expected to increase from approximately [redacted] million in 2025* to approximately [redacted] million in 2030*.

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MARKET SIZING & COMPETITOR ANALYSIS REPORT
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EXECUTIVE SUMMARY (6 Pages)

Brand Positioning Archetypes

Competitive Strategy Heatmap

Competitive Positioning Map

Category Leader Dashboard

Product Format Coverage

SOUTH AFRICAN PROBIOTICS INDUSTRY (8 Pages)

South African Industry Overview

South African Industry Market Size: South African Probiotics Market Definitions

South African Industry Market Size: South African Probiotics Distribution Channel Definitions

South African Industry Market Size: Probiotic Supplements Market (2020-2025): VALUE OF SA PROBIOTIC SUPPLEMENTS MARKET: 2020-2025 (IN ZAR MILLION); SA PROBIOTIC SUPPLEMENT MARKET CAGR AND TOTAL GROWTH (IN PERCENTAGE) (Graph and Table)

South African Industry Market Size: Probiotic Supplements Market (2020-2025): VALUE OF SA PROBIOTIC SUPPLEMENTS MARKET BY CATEGORY: 2020-2025) (IN ZAR MILLION) (Table)

South African Industry Market Size Forecast: Probiotic Supplements Market (Forecast: 2026*-2030*): VALUE OF SA PROBIOTIC SUPPLEMENTS MARKET: 2025 & 2030* (IN ZAR MILLION); SA PROBIOTIC SUPPLEMENTS MARKET VALUE FORECAST BY CATEGORY (IN ZAR MILLION) (Graph and Table)



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MARKET SIZING & COMPETITOR ANALYSIS REPORT
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SOUTH AFRICAN PROBIOTICS INDUSTRY (CONTINUED) (8 Pages)

South African Industry Market Size Volumes: Probiotic Supplements Market (2020-2030*): RETAIL VOLUME OF SA PROBIOTIC SUPPLEMENTS MARKET BY SEGMENT (2020-2030*) (Table)

South African Industry Market Distribution: Vitamins And Dietary Supplements Market: CHANNEL DISTRIBUTION FOR VITAMINS AND DIETARY SUPPLEMENTS PRODUCTS: 2025 (IN PERCENTAGE); CHANNEL DISTRIBUTION (2020 AND 2025) BY OUTLET TYPE (Graph and Table)

SOUTH AFRICAN PROBIOTICS MANUFACTURER AND DISTRIBUTOR OVERVIEW (19 Pages)

Adcock Ingram: Company News

Adcock Ingram: Probiotics Brands/Products

Metagenics South Africa (Amipro): Company News

Metagenics South Africa (Amipro): Probiotics Brands/Products

Austell Pharmaceuticals: Company News

Austell Pharmaceuticals: Probiotics Brands/Products

BFC Pharma: Overview

BFC Pharma: Probiotics Brands/Products

CFAO Healthcare South Africa: Company News and Probiotics Brands/Products



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SOUTH AFRICAN PROBIOTICS MANUFACTURER AND DISTRIBUTOR OVERVIEW (CONTINUED) (19 Pages)

Cipla Medpro: Company News and Probiotics Brands/Products

iNova Pharmaceuticals: Company News and Probiotics Brands/Products

Nativa: Overview and Probiotics Brands/Products

SA Manufacturers and Distributors: Other

SOUTH AFRICAN PROBIOTOCS RETAILER ANALYSIS (4 Pages)

Alpha Pharm: Overview and Probiotics Brands/Products

Clicks: Overview and Probiotics Brands/Products

Dis-Chem: Overview and Probiotics Brands/Products

Medirite: Overview and Probiotics Brands/Products



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SA COMPETITOR MARKET SHARE ANALYSIS
ON-DEMAND

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The **Competitor Market Share Analysis Insights Report** provides valuable market intelligence on company and brand performance, featuring market share, retail sales and volume data for the period 2021–2025. By tracking performance over time, the report enables decision-makers to benchmark competitors, identify market share shifts, assess sales growth and understand the competitive positioning of individual companies and brands to inform strategic business decisions.

Key questions the report answer

- What is each company's market share, and how has it changed from 2021 to 2025?
- What is the market share of individual brands, and how has their position evolved?
- What are the annual retail sales of each company from 2021 to 2025?
- What are the annual retail volume of individual brands over this period?
- How does your company's and brand's performance compare with key competitors?

Sample: Market Share



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SOUTH AFRICAN INDUSTRY INSIGHTS REPORT
ON-DEMAND

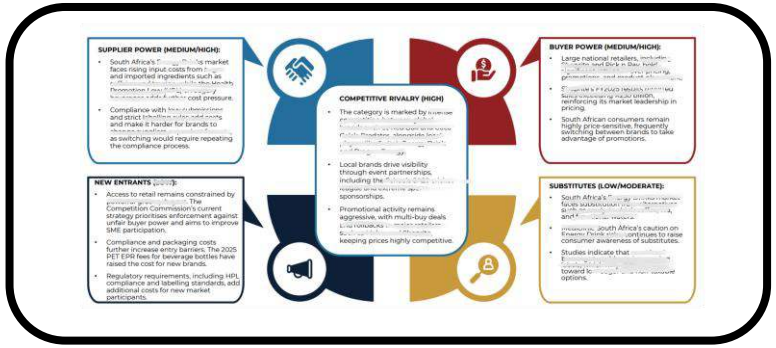
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The **South African Industry Insights Report** provides a comprehensive overview of the local market, examining the competitive landscape and key industry developments. It explores emerging trends, product innovation, technological advancements and the economic, social and regulatory factors shaping the market, highlighting key opportunities and challenges influencing future industry growth.

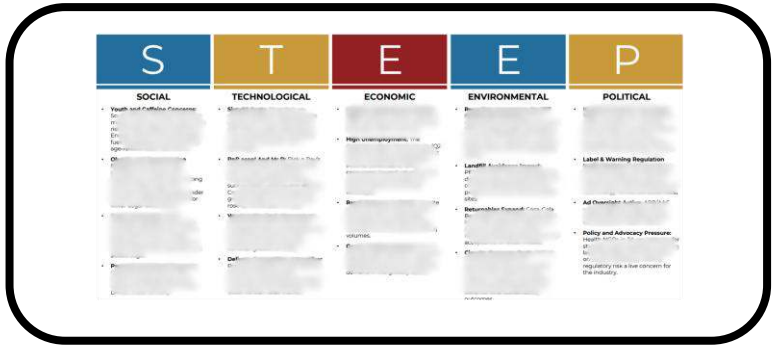
Key questions the report will help you to answer

- What is the Porter's Five Forces and STEEP analysis for the South African markets?
- What are the latest industry trends and product innovations?
- What are the key drivers shaping market growth?
- Which challenges could affect future industry growth
- What innovations and technology are shaping the South African industry?

Sample: Porter's Five Forces



Sample: Steep Analysis



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PRICING ANALYSIS INSIGHTS REPORT
ON-DEMAND

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The **Pricing Analysis Insights Report** provides a comparative overview of product prices across leading South African retail outlets. It examines pricing differences across retailers, brands and product sizes, offering valuable insights into market pricing, price positioning and the competitive retail landscape.

Key questions the report answer

- What are the prices of popular Probiotics brands across South African retail outlets?
- How do product prices compare?

Sample: Pricing Analysis

BRAND AND SIZE			Checkers	makro	Pick n Pay	SPAR
[redacted]		[redacted]	R79.99	R73.95	R81.49	N/A
		24 x 500ml	N/A	R285.95	R310.49	N/A
[redacted]		500ml	R19.99	N/A	R19.99	N/A
		6 x 500ml	R119.99	N/A	R116.49	N/A
[redacted]		500ml	R19.99	N/A	R19.99	N/A
		6 x 500ml	R119.99	N/A	R116.49	N/A
[redacted]		500ml	R15.99	R14.95	R15.99	R15.49
		6 x 500ml	R89.99	R77.95	R94.99	R91.99
[redacted]		500ml	R15.99	N/A	R15.99	R15.49

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GLOBAL INDUSTRY INSIGHTS REPORT
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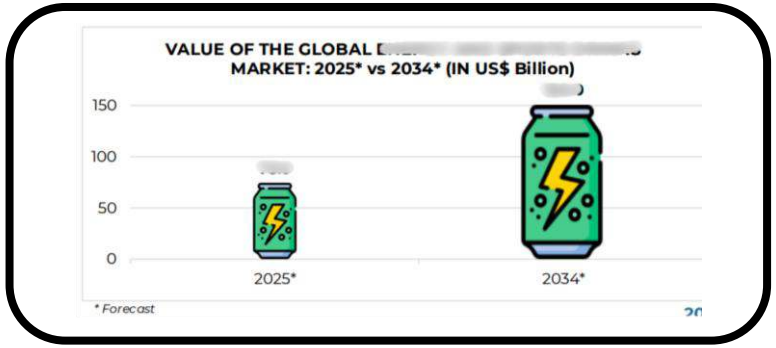
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The **Global Industry Insights Report** provides a comprehensive overview of global market dynamics, market size and growth forecasts, and key regional markets. It explores the competitive landscape, emerging consumer trends, product innovation and technological developments, alongside the key drivers and challenges shaping industry growth worldwide.

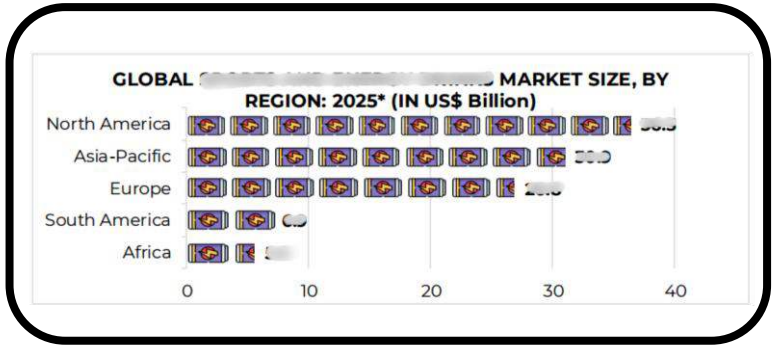
Key questions the report will help you to answer

- What are the current market dynamics of the Probiotics industry?
- Which are the key markets within the Global Probiotics industry?
- Which regions represent the largest markets, and what are the key developments shaping regional market growth?
- Which drivers and challenges could affect future industry growth?
- What innovations and technology are shaping the global industry?

Sample: Global Industry Overview



Sample: Key Markets - Regional



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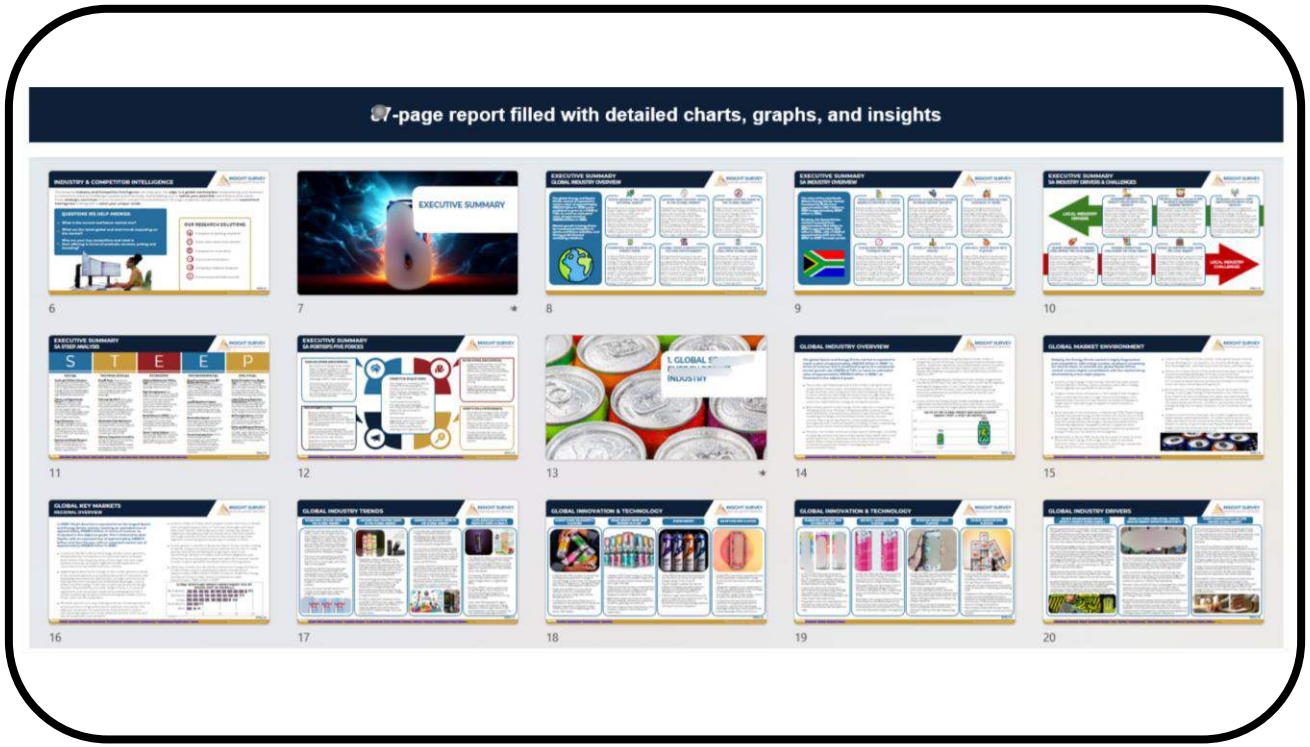
FULL LANDSCAPE INSIGHTS REPORT
ON-DEMAND

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The **South African Probiotics Full Industry Landscape Insights Report** provides a dynamic synthesis of industry research, examining the local and global **Probiotics industry** from a uniquely holistic perspective, with detailed insights into the entire value chain: market size, industry trends, innovation and technology, industry drivers and challenges, manufacturer/distributor overview, flavour, and pricing analysis.

- Executive Summary
- Global Industry Snapshot
- South African Industry Snapshot
- South African Industry Drivers & Challenges
- South African Steep Analysis
- South African Porter's Five Forces
- Global Probiotics Industry
- South African Probiotics Industry
- SA Probiotics Industry: Market Size
- South African Probiotics Industry Manufacturer & Distributor Overview
- South African Probiotics Industry Flavour Analysis
- South African Pricing Analysis

Sample: Screenshot of Selected Report Slides



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COMPANY OVERVIEW

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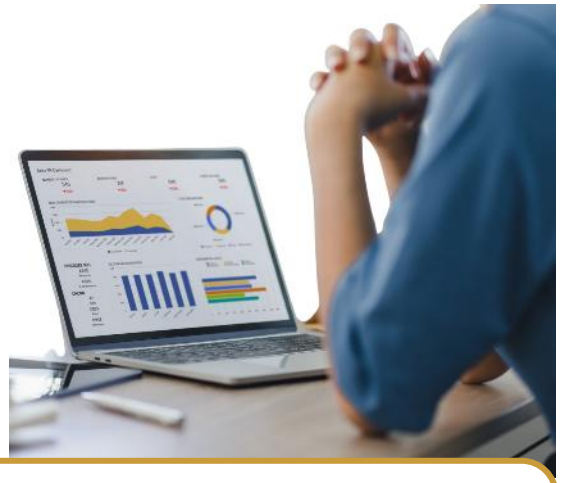
We are a South African, boutique market research agency with 20 years of experience, specialising in Business-to-Business (B2B) and Industry Research. We provide bespoke solutions to deliver business growth by ensuring you make smarter, data-driven decisions with reduced investment risk.

Bespoke B2B Market Research Solutions



We provide **actionable insights** that deliver **business growth through customised surveys and interviews** with B2B stakeholders and decision makers.

Market and Competitor Intelligence



Our **market intelligence services** will ensure that you always stay ahead of **highly competitive South African markets**.

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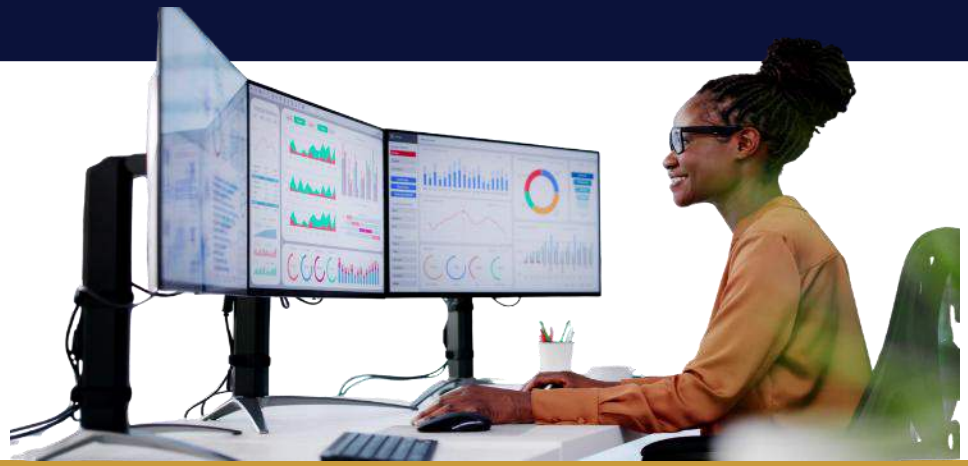
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Our bespoke **Industry and Competitor Intelligence** can help give the **edge in a global marketplace**, empowering your business to overcome industry challenges quickly and effectively, and enabling you to **realise your potential** and achieve your vision. From **strategic overviews** of your business's competitive environment through to specific competitor profiles, our **customised Intelligence** is designed to **meet your unique needs**.

QUESTIONS WE HELP ANSWER:

- **What is the current and future market size?**
- **What are the latest global and local trends impacting on the market?**
- **Who are your key competitors and what is their offering in terms of products, services, pricing and branding?**



OUR RESEARCH SOLUTIONS

- Competitor pricing research
- Store visits and store checks
- Competitor interviews
- Customer interviews
- Company website analysis
- Governmental held records

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OUR HEALTHCARE CLIENTS

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Ascendis HEALTH

aspen PHARMACARE

BAYER

Abbott

Cipla

Roche

inova pharmaceuticals

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