

BioGaia AB establishes its own distribution in Australia and New Zealand

BioGaia AB, a Swedish world-leading probiotics company, is establishing its own distribution in Australia and New Zealand through two newly formed subsidiaries based in Sydney, Australia. This strategic move, set to commence later this year, aligns with BioGaia's strategy to expand its business through direct markets.

Australia and New Zealand have been strategically chosen due to their significant market potential. Australia is recognized as one of the largest probiotic markets in the world, the 12th largest globally [1], with a high penetration of probiotics.

Theresa Agnew, President and CEO of BioGaia AB, says: "Australia and New Zealand are highly attractive markets for BioGaia, with substantial consumer interest in probiotics. The combined market value is significant, and the annual growth rates are promising. Consumers in these regions are well-informed about the health benefits of probiotics. With our clinically proven probiotics, we are confident in our ability to grow in these markets. Establishing our own distribution is a natural progression of our global business-to-consumer strategy, allowing us to capitalize on our learnings in other direct businesses."

Ben Wright, CEO of BioGaia Australia and New Zealand, added: "With over twenty years of experience in launching new products within the health and wellness sector in Australia and New Zealand, I am confident in the success of BioGaia's high-quality, clinically proven probiotic products. I look forward to establishing our direct sales operations in these markets and driving the growth of BioGaia's business."

[1] Euromonitor

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About BioGaia

BioGaia is an innovative Swedish healthcare company that develops, markets, and sells probiotic products with documented health benefits. The products are sold through local distribution partners or via own distribution in over 100 markets. The class B share of the Parent Company BioGaia AB is quoted on the Mid Cap segment of Nasdaq Stockholm. biogaigroup.com