

## BioGaia starts its own distribution in the UK

**Beginning in November 2021, BioGaia will be selling its probiotic products under its own management in the UK market. The decision is part of the company's overall strategy of increasing B2C sales and sales via its own e-commerce solution. BioGaia will launch its entire product portfolio in the British market.**

BioGaia's probiotic products have been available to a limited extent in the UK market for just over eight years, but only through a smaller distributor. As of November 2021, this agreement will be terminated and BioGaia will take over sales. In addition to its own e-commerce, BioGaia's probiotic products will also be sold on Amazon.co.uk and in selected pharmacy chains both online and offline.

"The UK is a large and attractive market for BioGaia, with many consumers who have good knowledge of probiotics. With our clinically tested probiotic products – something we know that many consumers demand – we have a strong offering for the UK market. Based on our global B2C strategy, it is a natural step for us to start our own distribution in the UK after our own distribution initiative in the Finnish market," says Isabelle Ducellier, CEO of BioGaia.

In 2020, BioGaia's Protectis Baby Drops won the prestigious "Best Gut Health Product of the Year" at the Food Matters Live 2020 awards in the UK.

"The UK is a medium-size market for probiotic products. However, when looking at the broader market that includes vitamins and dietary supplements, the market value is roughly 1,5 billion GBP\*. I am optimistic about our opportunities for increasing sales in the UK and am looking forward with confidence to developments in the UK market in the near future," says Isabelle Ducellier.

**For more information, contact:**

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\*Source: Euromonitor 2020 (dietary supplements including vitamins).