

Yakult Singapore introduces Y1000 probiotic drink

10 October 2025 | News

Widely popular in Japan, Yakult's Y1000 expands its range in Singapore to support better gut health



Widely popular in Japan, Yakult's Y1000 expands its range in Singapore to support better gut health

Yakult Singapore, well-loved for its premium probiotic cultured drinks, has introduced Y1000, its most concentrated probiotic drink to date. Containing over 100 billion live probiotics per bottle, Y1000 expands Yakult's probiotic range in Singapore to support a healthy gut.

Alongside Yakult Ace Light and Yakult Gold, Y1000 reinforces the brand's long-standing commitment to science-backed innovation, helping Singaporeans of all ages enjoy healthier lifestyles. Y1000 has also received international recognition, winning the Food Category Gold Award at the DIME Trend Awards and the X Trend Award in 2022, underscoring the product's popularity among Japanese consumers.

First introduced in Japan, Y1000 is part of the Yakult 1000 series, which has been selling 3 million bottles a day in Japan. The health benefits of Y1000 build on 90 years of extensive probiotic research and contain Yakult's unique *Lacticaseibacillus paracasei* strain Shirota (LcS), a probiotic strain specially cultivated to survive digestion and reach the intestines alive. There, it supports the growth of beneficial bacteria, reduces harmful bacteria, aids in digestion, and helps maintain a healthy digestive system.

Keeping a balanced and healthy gut is essential for overall well-being and vitality. It not only supports proper nutrient absorption and the production of neurotransmitters like serotonin, which influence our energy and mood, but also boosts the body's natural defences to better handle stress, irregular sleep, and busy days. Good gut health can also reduce the risk of conditions such as irritable bowel syndrome (IBS), which affects one in five Singaporeans.

"Singaporeans have trusted Yakult since 1979. This year, as the nation celebrates SG60 and the Yakult brand marks 90 years of heritage, we are proud to continue this journey with the launch of Y1000 in Singapore - our most concentrated probiotic drink yet. Imported directly from Japan. It offers Singaporeans more ways to enjoy Yakult daily, with the same science and

quality they trust," said Sunami Masaaki, Managing Director, Yakult Singapore.