

Protein Supplement Market by Type (Casein, Whey Protein, Egg Protein, Soy Protein, and Others), Form (Powder, RTD Liquid, and Protein Bars), Source (Animal and Plant), Distribution Channel (Hypermarket/Supermarket, Online, Chemist/Drugstore, Nutrition Store, Health Food Store, Specialist Sport Store, and Others), Gender (Male and Female) and Age Group (Millennials, Generation X, and Baby Boomers): Global Opportunity Analysis and Industry Forecast, 2018 - 2025

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Abstracts

Protein is a critical component of hormones, vital organs, immunity system, and nervous system. It is usually found in meat & animal products such as beef, dairy, fish, & poultry and plant-based products including soy, beans, nuts, & whole grains. Modified high-quality protein sources include different types of protein supplements in the form of powder, shakes, and bars. Protein supplements build, repair and maintain muscles, skin, and hair in the body. They also help reduce weight, lower cholesterol, strengthen immunity, prevent cardiovascular diseases, and several other benefits. These are generally bought from online fitness stores owing to availability of numerous options and convenience of consumers. The growth of the global protein supplement market is driven by increase in health-related concerns, which has led to a shift of individuals toward fitness centers, gyms, and health clubs. Furthermore, rise in obesity rates and growth in disposable income are some other factors that drive the growth of the market. However, presence of cheaper substitutes, side-effects of protein supplements, and negative publicity & claims are expected to hamper the growth of the market during the

forecast period. Growth in demand from health-conscious young population and introduction of protein supplements in untapped economies are anticipated to provide lucrative opportunities for the expansion of the market.

The report segments the global protein supplement market based on type, form, source, distribution channel, gender, age group and region. By type, the market is divided into casein, whey protein, egg protein, soy protein, and others. On the basis of form, it is classified into powder, RTD liquid, and protein bars. On account of source, the market is segmented into animal and plant sources. Based on distribution channel, it is categorized into supermarket/hypermarket, online stores, chemist/drugstore, nutrition store, health food store, specialist sports store, and others. Based on gender, it is bifurcated into male and female. Based on age group, it is segmented into millennials, generation X, and baby boomers. Based on region, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The key market players are: Abbott Laboratories, ABH Pharma Inc., Amway Corporation, Glambia Corp., GlazoSmithKline, GNC Holdings, Makers Nutrition, Herbalife International of America Inc., Suppleform and Vitaco Health. The major strategies adopted by key players to expand their business include expansion in untapped regions and new product launches.

KEY BENEFITS FOR STAKEHOLDERS

The report provides an extensive analysis of the current and emerging market trends and opportunities in the global household appliances market.

The report provides detailed qualitative and quantitative analysis of current trends and future estimations that help evaluate the prevailing market opportunities.

A comprehensive analysis of the factors that drive and restrict the growth of the market is provided.

An extensive analysis of the market is conducted by following key product positioning and monitoring the top competitors within the market framework.

The report provides extensive qualitative insights on the potential segments or regions exhibiting favorable growth.

KEY MARKET SEGMENTS

By Type

Casein

Whey Protein

Egg Protein

Soy Protein

Others

By Form

Powder

RTD Liquid

Protein Bars

By Source

Animal

Plant

By Distribution Channel

Supermarket/Hypermarket

Online

Chemist/Drugstore

Nutrition Store

Health Food Store

Specialist Food Store

Others (Gym, local store)

By Gender

Male

Female

By Age Group

Millennials

Generation X

Baby Boomers

By Region

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Rest of Europe

Asia-Pacific

China

India

Japan

Australia

South Korea

Rest of Asia-Pacific

LAMEA

Brazil

KSA

South Africa

Rest of LMEA

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