

Global Ready-to-Drink (RTD) Protein Beverages
Market Size study & Forecast, by Source (Whey,
Casein, Soy, and Other Sources), Distribution Channel
(Supermarkets/Hypermarkets,
Pharmacies/Drugstores, Specialist Retailers, Online
Retail, and Other Channels) and Regional Analysis,

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## **Abstracts**

Global Ready-to-Drink (RTD) Protein Beverages Market is valued at approximately USD 1445.3 million in 2021 and is anticipated to grow with a healthy growth rate of more than 7.72% over the forecast period 2022-2029. People are becoming more and more interested in ready-to-drink beverages as they search for quick, portable solutions. While most people associate the word "ready-to-drink" with bottled water, the category has expanded to cover a wide range of products, such as energy drinks, fruit juices, and teas. The market growth is driven by various key factors such as an increase in demand for sports nutrition due to the growing active lifestyle of individuals and strong demand from Health-Conscious Consumers.

Revenue in the Energy & Sports Drinks market is expected to reach US\$166.30 million in 2022, according to Statista. The market is anticipated to expand by 7.97% yearly (CAGR 2022-2026). Furthermore, the demand for sports nutrition products, such as protein drinks, was fueled by the development of health consciousness and the demand for proper nutrient quality in diet. In 2019, there were over 41.37 thousand health and fitness clubs in the United States, according to the International Health Racquet and Sports Club Association. In addition, from 36.54 thousand in 2016 to 41.47 thousand in 2019, more people joined fitness clubs nationwide. The research shows a rise in consumer awareness of the importance of physical fitness, which has been driving up



demand for protein-based drinks internationally. However, Side effects associated with beverage consumption stifle market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Ready-to-Drink (RTD) Protein Beverages Market study includes Asia Pacific, North America, Europe, Latin America, and the Rest of the World. North America is leading the overall market revenue owing to the growing popularity of plant-based proteins diet and rising vegan and flexitarian trends. However, Asia Pacific is expected to be the fastest-growing region due to changing preferences for nutritional goods and rising demand for international brands.

Major market players included in this report are:

Kellogg Company

The Coca Cola Company

Halen Brands Inc.

Glanbia PLC

Labrada Nutrition

PepsiCo Inc.

Abbott Laboratories

Pure Protein

Koia

Post Holdings, Inc.

### Recent Developments in the Market:

A new range of adaptogenic beverages called Koia Thrive was introduced in August 2020 by the plant-based beverage Koia. The "allergen-free" product, according to Koia, has all nine necessary amino acids for a full plant-based protein, together with useful adaptogenic herbs and oat milk.

The plant-based beverage company Koia announced in February 2021 that its products may now be offered nationwide in 7-Eleven convenience stores in the United States. Drinks account for more than 60% of customer visits to 7-Eleven, thus the company's product line must meet their demands for leading healthy lives.

Global Ready-to-Drink (RTD) Protein Beverages Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape,

Growth factors, and Trends

Segments Covered Source, Distribution Channel, Region



Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope\*

The objective of the study is to define the market sizes of different segments & countries in recent years and to forecast the values for the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within the countries involved in the study.

The report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with a detailed analysis of the competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below: By Source:

Whey

Casein

Soy

Other Sources

By Distribution Channel:

Supermarkets/Hypermarkets

Pharmacies/Drugstores

Specialist Retailers

Online Retail

Other Channels

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India



Japan

Australia

South Korea

**RoAPAC** 

Latin America

Brazil

Mexico

Rest of the World



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