

Ketone Supplements - Market Insights, Competitive Landscape and Market Forecast–2027

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Abstracts

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Ketone Supplements Market By Form (Solids [Capsules & Pills, Powders, Gummies], Liquids [Drinks, Oils]), By Type (Esters, Salts, Others), By Distribution Channel (Pharmacy/Drug Store, Departmental Stores, Online, Others), by geography is expected to grow at a steady CAGR forecast till 2026 owing to increasing popularity of ketogenic diets and introduction of new flavors in ketone supplements

Global The Ketone Supplements market was valued at USD 3,823.55 million in 2021 and will grow at a CAGR of 5.94% during the forecast period from 2022 to 2027 in order to reach USD 5,384.17 million by 2027. The Ketone supplements market is witnessing positive growth owing to the increasing popularity of ketogenic diets for weight loss and gaining strength, rising demand for ketogenic supplements by sports enthusiasts as an alternative to caffeinated energy drinks, the introduction of new flavors in ketone supplements, pushes the demand, thereby contributing to the growth of the Ketone supplements market during the forecast period from 2022-2027.

Ketone Supplements Market Dynamics:

The Ketone supplements market is witnessing a growth in product demand owing to various reasons. One of the key factors influencing the growth of ketone supplements in the market is the increasing popularity of ketogenic diets for weight loss and gaining strength.

The ketogenic diet or keto diet is a very low-carb, high-fat diet. Being on a diet for several days can put the body in a state of ketosis, a nutritional state wherein the blood

ketone levels are raised, and weight loss is triggered.

Ketone supplements help mimic ketosis and raise the blood ketone levels without changing the diet.

Ketones found in supplements are also known as exogenous ketones and are suitable for weight loss in an individual and gaining muscular strength.

According to the World Health Organization (2021), 39 million people had suffered globally from obesity in 2020. Owing to an increase in obesity, there will be an increase in the demand for ketone supplements for weight loss and strength gain, affecting the overall increase in the market's growth of ketone supplements.

Also, as per the Eurostat Statistics 2019, in the year 2019, the proportion of overweight adults in Europe varied in the year 2019, approximately 37% in Italy for women and 53% in France for men.

Therefore, owing to the abovementioned factors, there is a growing need for ketone supplements globally, which allows faster weight loss and strength gain in adults, thereby leading to the overall growth of the global ketone supplements market.

However, side effects associated with the ketone supplements and long-term health risks associated with ketone supplements such as kidney stones and fatty liver may be certain limiting factors of the Ketone supplements market growth.

The COVID-19 pandemic has drastically affected several industries in terms of both sales and operations. This can be attributed to the extended lockdowns across several regions, restrictions that are imposed on international trades, shutting down of the manufacturing units, travel bans, supply chain disintegration, shortage in the supply of the raw materials, and many other factors. The food and beverage, as well as the chemical industry, are among certain significant sectors that had suffered from severe disruptions such as the supply chain breaks shutdown of the production plants, among others because of the outbreak.

Ketone Supplements Market Segment Analysis:

Ketone supplements Market By Form (Solids [Capsules & Pills, Powders, Gummies], Liquids [Drinks, Oils]), By Type (Esters, Salts, Others), By Distribution Channel (Pharmacy/Drug Store, Departmental Stores, Online, Others), and By Geography (North

America, Europe, Asia-Pacific, and Rest of the World)

The Capsules & Pills category in the ketone supplements market was valued at USD 799.07 million in 2021 and is expected to grow at a CAGR of 5.37% during the forecast period from 2022 to 2027 to reach USD 1,090.11 million by 2027.

This is owing to the wide availability of ketone supplements in the capsule and pill formulation. These are available in hard-shelled or soft gel form.

Further, they are easy to swallow have a quick breakdown release time. Also, the contents inside the capsule can be poured into the smoothies or beverages for intake, making them a preferable option among consumers. In addition, the health benefits associated with these products, such as body cleansing, balanced blood sugar, and improved digestion, are likely to increase the adoption of ketone capsules and pills in the forthcoming years.

Moreover, positive reviews for ketone supplement pills are also anticipated to increase their demand among people suffering from obesity.

Furthermore, manufacturers such as Short Form Limitless Labs, Nutrafirst, among others, are developing natural ingredient-based ketone capsule and pills supplements that are safe and have no side effects and could also raise the adoption of ketone pills and capsules.

Also, the launch of ketone supplements in the pills form is expected to boost the market. For instance, in the year 2021, Short Form Limitless Labs launched KETO Advanced 1500, a ketogenic-friendly weight loss diet pill solution.

Hence, the interplay of all the above-mentioned factors will likely augment the ketone capsule and pills segment during the forecasted period.

North America is expected to dominate the overall Ketone Supplements Market:

Among all the regions, North America is expected to account for the largest share in the Global Ketone supplements market. The North American Ketone Supplements market was valued at USD 1,533.35 million in 2021. It will grow at a CAGR of 5.02% during the forecast period from 2022 to 2027 to reach USD 2,050.88 million by 2027.

The growing unhealthy lifestyle amongst the population, the rising prevalence of

obesity, and rising product launches in the United States will propel the ketone supplements demand in the market.

Several environmental factors and the prominent lifestyle evolution to sedentary habits such as a high dietary fat intake, shorter dinner-to-bed time, and frequent smoking and alcohol consumption have been proven as the high-risk factors associated with the rising prevalence of obesity.

Furthermore, according to the Centers for Disease Control and Prevention (CDC, 2021), the prevalence of obesity in the United States was observed to be 42.4% in 2020. Also, as per the data obtained from the National Health and Nutrition Examination Survey, in 2018, nearly one in three adults were found to be overweight, and more than two in five adults were suffering from obesity.

Extensive research and development activities in the field of ketone research wherein elevated ketone levels are being associated with performance enhancement in sportspeople and defense personnel are further expected to drive the demand for ketone supplements in the country.

For instance, in January 2022, Health Via Modern Nutrition (HVMN), a metabolic health company and drinkable ketone technology pioneer, announced the launch of the next generation of its proprietary drinkable ketone. The company had also received a contract from the US Department of Defense worth USD 6 million to continue their ketone research.

Thus, all the above-mentioned factors will lead to an increase in the United States ketone supplements market growth during the forecast period.

Ketone Supplements Market Key Players:

Some of the key market players operating in the Ketone supplements market include Perfect Keto, Health Via Modern Nutrition Inc., Ketologic, Pruvit Ventures, Inc., KetoneAid, Zhou Nutrition, Finaflex, Nutrex Research, Inc., Ancient Brands, LLC., Zenwise Health, KET?ND LLC, BPI Sports, Ketofy (Wellversed Health Private Limited), Genius Gourmet Inc., LifeSense®, Nestle, Juvenescence, Ketsource, Love Life supplements Ltd, Intentionally Bare, and others.

Recent Developmental Activities in the Ketone Supplements Market:

In November 2020, Genius Gourmet Inc. extended its line of products by launching a revolutionary all-natural and ready-to-drink keto shake.

On February 12, 2019, Designer Protein launched ketogenic protein powder, Designer Keto 14G Keto Adaptogenic Protein (a natural, gluten-free protein powder that helps consumers maintain a keto lifestyle and fuel carb-free bodies).

Key Takeaways from the Ketone Supplements Market Report Study

Market size analysis for current Ketone supplements market size (2021), and market forecast for 5 years (2022-2027)

The effect of the COVID-19 pandemic on this market is significant. To capture and analyze suitable indicators, our experts are closely watching the Ketone supplements market.

Top key product/services/technology developments, merger, acquisition, partnership, joint venture happened for last 3 years

Key companies dominating the global Ketone supplements market.

Various opportunities available for the other competitor in the Ketone supplements market space.

What are the top performing segments in 2021? How these segments will perform in 2027.

Which is the top-performing regions and countries in the current Ketone supplements market scenario?

Which are the regions and countries where companies should have concentrated on opportunities for Ketone supplements market growth in the coming future?

Target Audience who can be benefited from this Ketone Supplements Market Report Study

Ketone supplements products providers

Research organizations and consulting companies

Ketone supplements-related organizations, associations, forums, and other alliances

Government and corporate offices

Start-up companies, venture capitalists, and private equity firms

Distributors and Traders dealing in Ketone supplements

Various End-users who want to know more about the Ketone supplements market and latest technological developments in the Ketone supplements market.

Frequently Asked Questions for the Ketone Supplements Market:

1. What are Ketone supplements?

Ketone bodies can be produced either endogenously or tend to come from a synthetic source outside the body (exogenously). Thus, ketones found in supplements are also known as exogenous ketones. The supplements tend to contain only the beta-hydroxybutyrate ketone. The various forms of ketone supplements tend to increase the levels of blood ketones in the body, thereby mimicking the process of ketosis when the individual follows a ketogenic diet.

2. What is the market for Global Ketone supplements?

Global The Ketone Supplements market was valued at USD 3,823.55 million in 2021 and will grow at a CAGR of 5.94% during the forecast period from 2022 to 2027 in order to reach USD 5,384.17 million by 2027.

3. What are the drivers for the Global Ketone supplements Market?

The Ketone supplements market is witnessing a positive market growth owing to the increasing popularity of ketogenic diets for weight loss and gaining strength, rising

demand for ketogenic supplements by sports enthusiasts as an alternative to caffeinated energy drinks, the introduction of new flavors in ketone supplements, pushes the demand, thereby contributing to the growth of the Ketone supplements market during the forecast period from 2022-2027.

4. Who are the key players operating in the Global Ketone supplements Market?

Some of the key market players operating in the Ketone supplements market include Perfect Keto, Health Via Modern Nutrition Inc., Ketologic, Pruvit Ventures, Inc., KetoneAid, Zhou Nutrition, Finaflex, Nutrex Research, Inc., Ancient Brands, LLC., Zenwise Health, KET?ND LLC, BPI Sports, Ketofy (Wellversed Health Private Limited), Genius Gourmet Inc., LifeSense®, Nestle, Juvenescence, Ketsource, Love Life supplements Ltd, Intentionally Bare, and others.

5. Which region has the highest share in the Ketone supplements Market?

North America is expected to hold the highest share in the revenue in the Ketone supplements market during the forecast period. The growing unhealthy lifestyle amongst the population, the rising prevalence of obesity, and rising product launches in the United States will propel the ketone supplements demand in the market to aid in the growth of the North America Ketone supplements Market.

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