

Global Plant-based Protein Powders Competitive Landscape Professional Research Report 2025

<https://marketpublishers.com/r/P3737D519122EN.html>

Date: June 2025

Pages: 165

Price: US\$ 3,500.00 (Single User License)

ID: P3737D519122EN

Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Plant-based Protein Powders market size will reach 7,085.53 Million USD in 2025 and is projected to reach 11,134.44 Million USD by 2032, with a CAGR of 6.67% (2025-2032). Notably, the China Plant-based Protein Powders market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

Plant-based protein powders are dietary supplements that derive their protein content from plant sources rather than animal products. These powders are designed to be a convenient and versatile way for individuals to increase their protein intake, especially for those following vegetarian, vegan, or plant-centric diets. Common plant-based protein sources include pea protein, brown rice protein, hemp protein, soy protein, and others. Plant-based protein powders are often used by athletes, fitness enthusiasts, or individuals looking to support muscle growth, recovery, and overall protein needs. These powders can be added to smoothies, shakes, or incorporated into various recipes to enhance the nutritional content of meals. Plant-based protein powders offer an alternative to animal-based protein supplements, catering to the diverse dietary preferences and lifestyles of consumers.

The major global manufacturers of Plant-based Protein Powders include ADM, Cargill, DuPont, Kerry Group, Manildra, Roquette, Tereos, Axiom Foods, Cosucra, CHS, Glanbia Nutritionals, Glico Nutrition, Gushen Group, etc. The global players competition

landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Plant-based Protein Powders. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Plant-based Protein Powders market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Plant-based Protein Powders market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Plant-based Protein Powders industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Plant-based Protein Powders Include:

ADM

Cargill

DuPont

Kerry Group

Manildra

Roquette

Tereos

Axiom Foods

Cosucra

CHS

Glanbia Nutritionals

Glico Nutrition

Gushen Group

Plant-based Protein Powders Product Segment Include:

Soy Protein

Wheat Protein

Pea Protein

Others

Plant-based Protein Powders Product Application Include:

Food & Beverages

Pharmaceuticals

Cosmetic

Animal Feed

Others

Chapter Scope

Chapter 1: Product Research Range, Product Types and Applications, Market Overview, Market Situation and Trends

Chapter 2: Global Plant-based Protein Powders Industry PESTEL Analysis

Chapter 3: Global Plant-based Protein Powders Industry Porter's Five Forces Analysis

Chapter 4: Global Plant-based Protein Powders Major Regional Market Size (Revenue, Sales, Price) and Forecast Analysis

Chapter 5: Global Plant-based Protein Powders Market Size and Forecast by Type and Application Analysis

Chapter 6: North America Plant-based Protein Powders Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 7: Europe Plant-based Protein Powders Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 8: China Plant-based Protein Powders Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 9: APAC (Excl. China) Plant-based Protein Powders Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 10: Latin America Plant-based Protein Powders Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 11: Middle East and Africa Plant-based Protein Powders Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 12: Global Plant-based Protein Powders Competitive Analysis of Key Manufacturers (Sales, Revenue, Market Share, Price, Regional Distribution and Industry Concentration)

Chapter 13: Key Company Profiles (Product Portfolio, Sales, Revenue, Price and Gross Margin)

Chapter 14: Industrial Chain Analysis, Include Raw Material Suppliers, Distributors and Customers

Chapter 15: Research Findings and Conclusion

Chapter 16: Methodology and Data Sources

Contents

1 PLANT-BASED PROTEIN POWDERS MARKET OVERVIEW

- 1.1 Product Definition and Statistical Scope
- 1.2 Plant-based Protein Powders Product by Type
 - 1.2.1 Soy Protein
 - 1.2.2 Wheat Protein
 - 1.2.3 Pea Protein
 - 1.2.4 Others
- 1.3 Plant-based Protein Powders Product by Application
 - 1.3.1 Food & Beverages
 - 1.3.2 Pharmaceuticals
 - 1.3.3 Cosmetic
 - 1.3.4 Animal Feed
 - 1.3.5 Others
- 1.4 Global Plant-based Protein Powders Market Revenue and Sales Analysis
 - 1.4.1 Global Plant-based Protein Powders Revenue Market Size Analysis (2020-2032)
 - 1.4.2 Global Plant-based Protein Powders Sales Market Size Analysis (2020-2032)
 - 1.4.3 Global Plant-based Protein Powders Market Sales Price Trend Analysis (2020-2032)
- 1.5 Plant-based Protein Powders Industry Trends and Innovation
 - 1.5.1 Plant-based Protein Powders Industry Trends and Innovation
 - 1.5.2 Plant-based Protein Powders Market Drivers and Challenges

2 PLANT-BASED PROTEIN POWDERS MARKET PESTEL ANALYSIS

- 2.1 Political Factors Analysis
- 2.2 Economic Factors Analysis
- 2.3 Social Factors Analysis
- 2.4 Technological Factors Analysis
- 2.5 Environmental Factors Analysis
- 2.6 Legal Factors Analysis

3 PLANT-BASED PROTEIN POWDERS MARKET PORTER'S FIVE FORCES ANALYSIS

- 3.1 Competitive Rivalry
- 3.2 Threat of New Entrants

- 3.3 Bargaining Power of Suppliers
- 3.4 Bargaining Power of Buyers
- 3.5 Threat of Substitutes

4 GLOBAL PLANT-BASED PROTEIN POWDERS MARKET ANALYSIS BY REGIONS

- 4.1 Plant-based Protein Powders Overall Market: 2024 VS 2025 VS 2032
- 4.2 Global Plant-based Protein Powders Revenue and Forecast Analysis (2020-2032)
 - 4.2.1 Global Plant-based Protein Powders Revenue and Market Share by Region (2020-2025)
 - 4.2.2 Global Plant-based Protein Powders Revenue and Market Share Forecast by Region (2026-2032)
- 4.3 Global Plant-based Protein Powders Sales and Forecast Analysis (2020-2032)
 - 4.3.1 Global Plant-based Protein Powders Sales and Market Share by Region (2020-2025)
 - 4.3.2 Global Plant-based Protein Powders Sales and Market Share Forecast by Region (2026-2032)
- 4.4 Global Plant-based Protein Powders Sales Price Trend Analysis (2020-2032)

5 GLOBAL PLANT-BASED PROTEIN POWDERS MARKET SIZE BY TYPE AND APPLICATION

- 5.1 Global Plant-based Protein Powders Market Size by Type
 - 5.1.1 Global Plant-based Protein Powders Revenue and Forecast Analysis by Type (2020-2032)
 - 5.1.2 Global Plant-based Protein Powders Sales and Forecast Analysis by Type (2020-2032)
- 5.2 Global Plant-based Protein Powders Market Size by Application
 - 5.2.1 Global Plant-based Protein Powders Revenue and Forecast Analysis by Application (2020-2032)
 - 5.2.2 Global Plant-based Protein Powders Sales and Forecast Analysis by Application (2020-2032)

6 NORTH AMERICA

- 6.1 North America Plant-based Protein Powders Market Size and Growth Rate Analysis (2020-2032)
- 6.2 North America Key Manufacturers Analysis

6.3 North America Plant-based Protein Powders Market Size by Type

6.3.1 North America Plant-based Protein Powders Sales by Type (2020-2032)

6.3.2 North America Plant-based Protein Powders Revenue by Type (2020-2032)

6.4 North America Plant-based Protein Powders Market Size by Application

6.4.1 North America Plant-based Protein Powders Sales by Application (2020-2032)

6.4.2 North America Plant-based Protein Powders Revenue by Application (2020-2032)

6.5 North America Plant-based Protein Powders Market Size by Country

6.5.1 US

6.5.2 Canada

7 EUROPE

7.1 Europe Plant-based Protein Powders Market Size and Growth Rate Analysis (2020-2032)

7.2 Europe Key Manufacturers Analysis

7.3 Europe Plant-based Protein Powders Market Size by Type

7.3.1 Europe Plant-based Protein Powders Sales by Type (2020-2032)

7.3.2 Europe Plant-based Protein Powders Revenue by Type (2020-2032)

7.4 Europe Plant-based Protein Powders Market Size by Application

7.4.1 Europe Plant-based Protein Powders Sales by Application (2020-2032)

7.4.2 Europe Plant-based Protein Powders Revenue by Application (2020-2032)

7.5 Europe Plant-based Protein Powders Market Size by Country

7.5.1 Germany

7.5.2 France

7.5.3 United Kingdom

7.5.4 Italy

7.5.5 Spain

7.5.6 Benelux

8 CHINA

8.1 China Plant-based Protein Powders Market Size and Growth Rate Analysis (2020-2032)

8.2 China Key Manufacturers Analysis

8.3 China Plant-based Protein Powders Market Size by Type

8.3.1 China Plant-based Protein Powders Sales by Type (2020-2032)

8.3.2 China Plant-based Protein Powders Revenue by Type (2020-2032)

8.4 China Plant-based Protein Powders Market Size by Application

8.4.1 China Plant-based Protein Powders Sales by Application (2020-2032)

8.4.2 China Plant-based Protein Powders Revenue by Application (2020-2032)

9 APAC (EXCL. CHINA)

9.1 APAC (excl. China) Plant-based Protein Powders Market Size and Growth Rate Analysis (2020-2032)

9.2 APAC (excl. China) Key Manufacturers Analysis

9.3 APAC (excl. China) Plant-based Protein Powders Market Size by Type

9.3.1 APAC (excl. China) Plant-based Protein Powders Sales by Type (2020-2032)

9.3.2 APAC (excl. China) Plant-based Protein Powders Revenue by Type (2020-2032)

9.4 APAC (excl. China) Plant-based Protein Powders Market Size by Application

9.4.1 APAC (excl. China) Plant-based Protein Powders Sales by Application (2020-2032)

9.4.2 APAC (excl. China) Plant-based Protein Powders Revenue by Application (2020-2032)

9.5 APAC (excl. China) Plant-based Protein Powders Market Size by Country

9.5.1 Japan

9.5.2 South Korea

9.5.3 India

9.5.4 Australia

9.5.5 Southeast Asia

10 LATIN AMERICA

10.1 Latin America Plant-based Protein Powders Market Size and Growth Rate Analysis (2020-2032)

10.2 Latin America Key Manufacturers Analysis

10.3 Latin America Plant-based Protein Powders Market Size by Type

10.3.1 Latin America Plant-based Protein Powders Sales by Type (2020-2032)

10.3.2 Latin America Plant-based Protein Powders Revenue by Type (2020-2032)

10.4 Latin America Plant-based Protein Powders Market Size by Application

10.4.1 Latin America Plant-based Protein Powders Sales by Application (2020-2032)

10.4.2 Latin America Plant-based Protein Powders Revenue by Application (2020-2032)

10.5 Latin America Plant-based Protein Powders Market Size by Country

10.6 Latin America Plant-based Protein Powders Market Size by Country

10.6.1 Mexico

10.6.2 Brazil

11 MIDDLE EAST & AFRICA

11.1 Middle East & Africa Plant-based Protein Powders Market Size and Growth Rate Analysis (2020-2032)

11.2 Middle East & Africa Key Manufacturers Analysis

11.3 Middle East & Africa Plant-based Protein Powders Market Size by Type

11.3.1 Middle East & Africa Plant-based Protein Powders Sales by Type (2020-2032)

11.3.2 Middle East & Africa Plant-based Protein Powders Revenue by Type (2020-2032)

11.4 Middle East & Africa Plant-based Protein Powders Market Size by Application

11.4.1 Middle East & Africa Plant-based Protein Powders Sales by Application (2020-2032)

11.4.2 Middle East & Africa Plant-based Protein Powders Revenue by Application (2020-2032)

11.5 Middle East Plant-based Protein Powders Market Size by Country

11.5.1 Saudi Arabia

11.5.2 South Africa

12 COMPETITION BY MANUFACTURERS

12.1 Global Plant-based Protein Powders Market Sales, Revenue and Price by Key Manufacturers (2021-2025)

12.1.1 Global Plant-based Protein Powders Market Sales by Key Manufacturers (2021-2025)

12.1.2 Global Plant-based Protein Powders Market Revenue by Key Manufacturers (2021-2025)

12.1.3 Global Plant-based Protein Powders Average Sales Price by Manufacturers (2021-2025)

12.2 Plant-based Protein Powders Competitive Landscape Analysis and Market Dynamic

12.2.1 Plant-based Protein Powders Competitive Landscape Analysis

12.2.2 Global Key Manufacturers Headquarter Location and Key Area Sales

12.2.3 Market Dynamic

13 KEY COMPANIES ANALYSIS

13.1 ADM

13.1.1 ADM Basic Company Profile (Employees, Areas Service, Competitors and

Contact Information)

13.1.2 ADM Plant-based Protein Powders Product Portfolio

13.1.3 ADM Plant-based Protein Powders Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.2 Cargill

13.2.1 Cargill Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.2.2 Cargill Plant-based Protein Powders Product Portfolio

13.2.3 Cargill Plant-based Protein Powders Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.3 DuPont

13.3.1 DuPont Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.3.2 DuPont Plant-based Protein Powders Product Portfolio

13.3.3 DuPont Plant-based Protein Powders Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.4 Kerry Group

13.4.1 Kerry Group Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.4.2 Kerry Group Plant-based Protein Powders Product Portfolio

13.4.3 Kerry Group Plant-based Protein Powders Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.5 Manildra

13.5.1 Manildra Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.5.2 Manildra Plant-based Protein Powders Product Portfolio

13.5.3 Manildra Plant-based Protein Powders Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.6 Roquette

13.6.1 Roquette Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.6.2 Roquette Plant-based Protein Powders Product Portfolio

13.6.3 Roquette Plant-based Protein Powders Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.7 Tereos

13.7.1 Tereos Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.7.2 Tereos Plant-based Protein Powders Product Portfolio

13.7.3 Tereos Plant-based Protein Powders Market Data Analysis (Revenue, Sales,

Price, Gross Margin and Market Share) (2021-2025)

13.8 Axiom Foods

13.8.1 Axiom Foods Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.8.2 Axiom Foods Plant-based Protein Powders Product Portfolio

13.8.3 Axiom Foods Plant-based Protein Powders Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.9 Cosucra

13.9.1 Cosucra Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.9.2 Cosucra Plant-based Protein Powders Product Portfolio

13.9.3 Cosucra Plant-based Protein Powders Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.10 CHS

13.10.1 CHS Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.10.2 CHS Plant-based Protein Powders Product Portfolio

13.10.3 CHS Plant-based Protein Powders Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.11 Glanbia Nutritionals

13.11.1 Glanbia Nutritionals Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.11.2 Glanbia Nutritionals Plant-based Protein Powders Product Portfolio

13.11.3 Glanbia Nutritionals Plant-based Protein Powders Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.12 Glico Nutrition

13.12.1 Glico Nutrition Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.12.2 Glico Nutrition Plant-based Protein Powders Product Portfolio

13.12.3 Glico Nutrition Plant-based Protein Powders Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.13 Gushen Group

13.13.1 Gushen Group Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.13.2 Gushen Group Plant-based Protein Powders Product Portfolio

13.13.3 Gushen Group Plant-based Protein Powders Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

14 INDUSTRY CHAIN ANALYSIS

- 14.1 Plant-based Protein Powders Industry Chain Analysis
- 14.2 Plant-based Protein Powders Industry Raw Material and Suppliers Analysis
 - 14.2.1 Plant-based Protein Powders Key Raw Material Supply Analysis
 - 14.2.2 Raw Material Suppliers and Contact Information
- 14.3 Plant-based Protein Powders Typical Downstream Customers
- 14.4 Plant-based Protein Powders Sales Channel Analysis

15 RESEARCH FINDINGS AND CONCLUSION

16 METHODOLOGY AND DATA SOURCE

- 16.1 Methodology/Research Approach
- 16.2 Research Scope
- 16.3 Benchmarks and Assumptions
- 16.4 Data Source
 - 16.4.1 Primary Sources
 - 16.4.2 Secondary Sources
- 16.5 Data Cross Validation
- 16.6 Disclaimer

List Of Tables

LIST OF TABLES

Table 1: Global Plant-based Protein Powders Market Size Growth Rate by Type, 2024 VS 2025 VS 2032 (US\$ Million)

Table 2: Global Plant-based Protein Powders Market Size Growth Rate by Application, 2024 VS 2025 VS 2032 (US\$ Million)

Table 3: Plant-based Protein Powders Industry Development Status

Table 4: Plant-based Protein Powders Industry Development Trends

Table 5: Global Plant-based Protein Powders Market Size by Region in US\$ Million: 2024 VS 2025 VS 2032

Table 6: Global Plant-based Protein Powders Revenue by Region (2020-2025) & (US\$ Million)

Table 7: Global Plant-based Protein Powders Revenue Market Share by Region (2020-2025)

Table 8: Global Plant-based Protein Powders Revenue Forecast by Region (2026-2032) & (US\$ Million)

Table 9: Global Plant-based Protein Powders Revenue Market Share Forecast by Region (2026-2032)

Table 10: Global Plant-based Protein Powders Sales by Region (2020-2025) & (K Ton)

Table 11: Global Plant-based Protein Powders Sales Market Share by Region (2020-2025)

Table 12: Global Plant-based Protein Powders Sales Forecast by Region (2026-2032) & (K Ton)

Table 13: Global Plant-based Protein Powders Sales Market Share Forecast by Region (2026-2032)

Table 14: Global Plant-based Protein Powders Revenue Analysis by Type (2020-2025) & (US\$ Million)

Table 15: Global Plant-based Protein Powders Revenue Analysis Forecast by Type (2026-2032) & (US\$ Million)

Table 16: Global Plant-based Protein Powders Sales Analysis by Type (2020-2025) & (K Ton)

Table 17: Global Plant-based Protein Powders Sales Analysis Forecast by Type (2026-2032) & (K Ton)

Table 18: Global Plant-based Protein Powders Revenue Analysis by Application (2020-2025) & (US\$ Million)

Table 19: Global Plant-based Protein Powders Revenue Analysis Forecast by Application (2026-2032) & (US\$ Million)

- Table 20: Global Plant-based Protein Powders Sales Analysis by Application (2020-2025) & (K Ton)
- Table 21: Global Plant-based Protein Powders Sales Analysis Forecast by Application (2026-2032) & (K Ton)
- Table 22: Key Plant-based Protein Powders Players in North America
- Table 23: North America Plant-based Protein Powders Sales by Type (2020-2025) & (K Ton)
- Table 24: North America Plant-based Protein Powders Sales by Type (2026-2032) & (K Ton)
- Table 25: North America Plant-based Protein Powders Revenue by Type (2020-2025) & (US\$ Million)
- Table 26: North America Plant-based Protein Powders Revenue by Type (2026-2032) & (US\$ Million)
- Table 27: North America Plant-based Protein Powders Sales by Application (2020-2025) & (K Ton)
- Table 28: North America Plant-based Protein Powders Sales by Application (2026-2032) & (K Ton)
- Table 29: North America Plant-based Protein Powders Revenue by Application (2020-2025) & (US\$ Million)
- Table 30: North America Plant-based Protein Powders Revenue by Application (2026-2032) & (US\$ Million)
- Table 31: North America Plant-based Protein Powders Revenue Market Size by Country (2020-2025) & (US\$ Million)
- Table 32: North America Plant-based Protein Powders Revenue Market Size by Country (2026-2032) & (US\$ Million)
- Table 33: North America Plant-based Protein Powders Sales Market Size by Country (2020-2025) & (K Ton)
- Table 34: North America Plant-based Protein Powders Sales Market Size by Country (2026-2032) & (K Ton)
- Table 35: Key Plant-based Protein Powders Players in Europe
- Table 36: Europe Plant-based Protein Powders Sales by Type (2020-2025) & (K Ton)
- Table 37: Europe Plant-based Protein Powders Sales by Type (2026-2032) & (K Ton)
- Table 38: Europe Plant-based Protein Powders Revenue by Type (2020-2025) & (US\$ Million)
- Table 39: Europe Plant-based Protein Powders Revenue by Type (2026-2032) & (US\$ Million)
- Table 40: Europe Plant-based Protein Powders Sales by Application (2020-2025) & (K Ton)
- Table 41: Europe Plant-based Protein Powders Sales by Application (2026-2032) & (K Ton)

Ton)

Table 42: Europe Plant-based Protein Powders Revenue by Application (2020-2025) & (US\$ Million)

Table 43: Europe Plant-based Protein Powders Revenue by Application (2026-2032) & (US\$ Million)

Table 44: Europe Plant-based Protein Powders Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 45: Europe Plant-based Protein Powders Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 46: Europe Plant-based Protein Powders Sales Market Size by Country (2020-2025) & (K Ton)

Table 47: Europe Plant-based Protein Powders Sales Market Size Forecast by Country (2026-2032) & (K Ton)

Table 48: Key Plant-based Protein Powders Players in China

Table 49: China Plant-based Protein Powders Sales by Type (2020-2025) & (K Ton)

Table 50: China Plant-based Protein Powders Sales by Type (2026-2032) & (K Ton)

Table 51: China Plant-based Protein Powders Revenue by Type (2020-2025) & (US\$ Million)

Table 52: China Plant-based Protein Powders Revenue by Type (2026-2032) & (US\$ Million)

Table 53: China Plant-based Protein Powders Sales by Application (2020-2025) & (K Ton)

Table 54: China Plant-based Protein Powders Sales by Application (2026-2032) & (K Ton)

Table 55: China Plant-based Protein Powders Revenue by Application (2020-2025) & (US\$ Million)

Table 56: China Plant-based Protein Powders Revenue by Application (2026-2032) & (US\$ Million)

Table 57: Key Plant-based Protein Powders Players in APAC (excl. China)

Table 58: APAC (excl. China) Plant-based Protein Powders Sales by Type (2020-2025) & (K Ton)

Table 59: APAC (excl. China) Plant-based Protein Powders Sales by Type (2026-2032) & (K Ton)

Table 60: APAC (excl. China) Plant-based Protein Powders Revenue by Type (2020-2025) & (US\$ Million)

Table 61: APAC (excl. China) Plant-based Protein Powders Revenue by Type (2026-2032) & (US\$ Million)

Table 62: APAC (excl. China) Plant-based Protein Powders Sales by Application (2020-2025) & (K Ton)

Table 63: APAC (excl. China) Plant-based Protein Powders Sales by Application (2026-2032) & (K Ton)

Table 64: APAC (excl. China) Plant-based Protein Powders Revenue by Application (2020-2025) & (US\$ Million)

Table 65: APAC (excl. China) Plant-based Protein Powders Revenue by Application (2026-2032) & (US\$ Million)

Table 66: APAC (excl. China) Plant-based Protein Powders Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 67: APAC (excl. China) Plant-based Protein Powders Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 68: APAC (excl. China) Plant-based Protein Powders Sales Market Size by Country (2020-2025) & (K Ton)

Table 69: APAC (excl. China) Plant-based Protein Powders Sales Market Size Forecast by Country (2026-2032) & (K Ton)

Table 70: Key Plant-based Protein Powders Players in Latin America

Table 71: Latin America Plant-based Protein Powders Sales by Type (2020-2025) & (K Ton)

Table 72: Latin America Plant-based Protein Powders Sales by Type (2026-2032) & (K Ton)

Table 73: Latin America Plant-based Protein Powders Revenue by Type (2020-2025) & (US\$ Million)

Table 74: Latin America Plant-based Protein Powders Revenue by Type (2026-2032) & (US\$ Million)

Table 75: Latin America Plant-based Protein Powders Sales by Application (2020-2025) & (K Ton)

Table 76: Latin America Plant-based Protein Powders Sales by Application (2026-2032) & (K Ton)

Table 77: Latin America Plant-based Protein Powders Revenue by Application (2020-2025) & (US\$ Million)

Table 78: Latin America Plant-based Protein Powders Revenue by Application (2026-2032) & (US\$ Million)

Table 79: Latin America Plant-based Protein Powders Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 80: Latin America Plant-based Protein Powders Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 81: Latin America Plant-based Protein Powders Sales Market Size by Country (2020-2025) & (K Ton)

Table 82: Latin America Plant-based Protein Powders Sales Market Size Forecast by Country (2026-2032) & (K Ton)

Table 83: Key Plant-based Protein Powders Players in Middle East & Africa

Table 84: Middle East & Africa Plant-based Protein Powders Sales by Type (2020-2025) & (K Ton)

Table 85: Middle East & Africa Plant-based Protein Powders Sales by Type (2026-2032) & (K Ton)

Table 86: Middle East & Africa Plant-based Protein Powders Revenue by Type (2020-2025) & (US\$ Million)

Table 87: Middle East & Africa Plant-based Protein Powders Revenue by Type (2026-2032) & (US\$ Million)

Table 88: Middle East & Africa Plant-based Protein Powders Sales by Application (2020-2025) & (K Ton)

Table 89: Middle East & Africa Plant-based Protein Powders Sales by Application (2026-2032) & (K Ton)

Table 90: Middle East & Africa Plant-based Protein Powders Revenue by Application (2020-2025) & (US\$ Million)

Table 91: Middle East & Africa Plant-based Protein Powders Revenue by Application (2026-2032) & (US\$ Million)

Table 92: Middle East & Africa Plant-based Protein Powders Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 93: Middle East & Africa Plant-based Protein Powders Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 94: Middle East & Africa Plant-based Protein Powders Sales Market Size by Country (2020-2025) & (K Ton)

Table 95: Middle East & Africa Plant-based Protein Powders Sales Market Size Forecast by Country (2026-2032) & (K Ton)

Table 96: Global Plant-based Protein Powders Market Sales by Key Manufacturers (2021-2025) & (K Ton)

Table 97: Global Plant-based Protein Powders Sales Market Share by Key Manufacturers (2021-2025)

Table 98: Global Plant-based Protein Powders Market Revenue by Key Manufacturers (2021-2025) & (US\$ Million)

Table 99: Global Plant-based Protein Powders Revenue Market Share by Key Manufacturers (2021-2025)

Table 100: Global Average Sales Price by Manufacturers (2021-2025) & (USD/Ton)

Table 101: Global Key Manufacturers Headquarter Location and Key Area Sales

Table 102: Market Mergers & Acquisitions, Expansion

Table 103: ADM Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 104: ADM Plant-based Protein Powders Product Portfolio

Table 105: ADM Plant-based Protein Powders Revenue (US\$ Million), Sales (K Ton), Price (USD/Ton), Gross Margin and Market Share (2021-2025)

Table 106: Cargill Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 107: Cargill Plant-based Protein Powders Product Portfolio

Table 108: Cargill Plant-based Protein Powders Revenue (US\$ Million), Sales (K Ton), Price (USD/Ton), Gross Margin and Market Share (2021-2025)

Table 109: DuPont Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 110: DuPont Plant-based Protein Powders Product Portfolio

Table 111: DuPont Plant-based Protein Powders Revenue (US\$ Million), Sales (K Ton), Price (USD/Ton), Gross Margin and Market Share (2021-2025)

Table 112: Kerry Group Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 113: Kerry Group Plant-based Protein Powders Product Portfolio

Table 114: Kerry Group Plant-based Protein Powders Revenue (US\$ Million), Sales (K Ton), Price (USD/Ton), Gross Margin and Market Share (2021-2025)

Table 115: Manildra Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 116: Manildra Plant-based Protein Powders Product Portfolio

Table 117: Manildra Plant-based Protein Powders Revenue (US\$ Million), Sales (K Ton), Price (USD/Ton), Gross Margin and Market Share (2021-2025)

Table 118: Roquette Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 119: Roquette Plant-based Protein Powders Product Portfolio

Table 120: Roquette Plant-based Protein Powders Revenue (US\$ Million), Sales (K Ton), Price (USD/Ton), Gross Margin and Market Share (2021-2025)

Table 121: Tereos Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 122: Tereos Plant-based Protein Powders Product Portfolio

Table 123: Tereos Plant-based Protein Powders Revenue (US\$ Million), Sales (K Ton), Price (USD/Ton), Gross Margin and Market Share (2021-2025)

Table 124: Axiom Foods Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 125: Axiom Foods Plant-based Protein Powders Product Portfolio

Table 126: Axiom Foods Plant-based Protein Powders Revenue (US\$ Million), Sales (K Ton), Price (USD/Ton), Gross Margin and Market Share (2021-2025)

Table 127: Cosucra Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 128: Cosucra Plant-based Protein Powders Product Portfolio

Table 129: Cosucra Plant-based Protein Powders Revenue (US\$ Million), Sales (K Ton), Price (USD/Ton), Gross Margin and Market Share (2021-2025)

Table 130: CHS Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 131: CHS Plant-based Protein Powders Product Portfolio

Table 132: CHS Plant-based Protein Powders Revenue (US\$ Million), Sales (K Ton), Price (USD/Ton), Gross Margin and Market Share (2021-2025)

Table 133: Glanbia Nutritionals Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 134: Glanbia Nutritionals Plant-based Protein Powders Product Portfolio

Table 135: Glanbia Nutritionals Plant-based Protein Powders Revenue (US\$ Million), Sales (K Ton), Price (USD/Ton), Gross Margin and Market Share (2021-2025)

Table 136: Glico Nutrition Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 137: Glico Nutrition Plant-based Protein Powders Product Portfolio

Table 138: Glico Nutrition Plant-based Protein Powders Revenue (US\$ Million), Sales (K Ton), Price (USD/Ton), Gross Margin and Market Share (2021-2025)

Table 139: Gushen Group Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 140: Gushen Group Plant-based Protein Powders Product Portfolio

Table 141: Gushen Group Plant-based Protein Powders Revenue (US\$ Million), Sales (K Ton), Price (USD/Ton), Gross Margin and Market Share (2021-2025)

Table 142: Upstream Key Raw Material Price List

Table 143: Plant-based Protein Powders Raw Material Suppliers and Contact Information

Table 144: Plant-based Protein Powders Typical Customer List

Table 145: Plant-based Protein Powders Distributors List

List Of Figures

LIST OF FIGURES

Figure 1: Plant-based Protein Powders Product Pictures

Figure 2: Soy Protein Picture Scope

Figure 3: Wheat Protein Picture Scope

Figure 4: Pea Protein Picture Scope

Figure 5: Others Picture Scope

Figure 6: Food & Beverages Picture Scope

Figure 7: Pharmaceuticals Picture Scope

Figure 8: Cosmetic Picture Scope

Figure 9: Animal Feed Picture Scope

Figure 10: Others Picture Scope

Figure 11: Global Plant-based Protein Powders Market Size Analysis: 2024 VS 2025 VS 2032 (US\$ Million)

Figure 12: Global Plant-based Protein Powders Market Revenue and Growth Rate Analysis: (2020-2032) & (US\$ Million)

Figure 13: Global Plant-based Protein Powders Market Sales and Growth Rate Analysis (2020-2032) & (K Ton)

Figure 14: Global Plant-based Protein Powders Market Price Trend Analysis (2020-2032) & (USD/Ton)

Figure 15: Global Plant-based Protein Powders Market Size by Region (2020-2032) & (US\$ Million)

Figure 16: Global Plant-based Protein Powders Market Share Scenario by Region in Percentage: 2025 Versus 2032

Figure 17: Global Plant-based Protein Powders Sales Price by Region (2020-2032) & (K Ton)

Figure 18: North America Plant-based Protein Powders Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 19: North America Plant-based Protein Powders Revenue Market Share by Players in 2024

Figure 20: North America Plant-based Protein Powders Sales Market Share by Type (2020-2032)

Figure 21: North America Plant-based Protein Powders Revenue Market Share by Type (2020-2032)

Figure 22: North America Plant-based Protein Powders Sales Market Share by Application (2020-2032)

Figure 23: North America Plant-based Protein Powders Revenue Market Share by

Application (2020-2032)

Figure 24:US Plant-based Protein Powders Revenue (2020-2032) & (US\$ Million)

Figure 25:Canada Plant-based Protein Powders Revenue (2020-2032) & (US\$ Million)

Figure 26:Europe Plant-based Protein Powders Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 27:Europe Plant-based Protein Powders Revenue Market Share by Players in 2024

Figure 28:Europe Plant-based Protein Powders Sales Market Share by Type (2020-2032)

Figure 29:Europe Plant-based Protein Powders Revenue Market Share by Type (2020-2032)

Figure 30:Europe Plant-based Protein Powders Sales Market Share by Application (2020-2032)

Figure 31:Europe Plant-based Protein Powders Revenue Market Share by Application (2020-2032)

Figure 32:Germany Plant-based Protein Powders Revenue (2020-2032) & (US\$ Million)

Figure 33:France Plant-based Protein Powders Revenue (2020-2032) & (US\$ Million)

Figure 34:United Kingdom Plant-based Protein Powders Revenue (2020-2032) & (US\$ Million)

Figure 35:Italy Plant-based Protein Powders Revenue (2020-2032) & (US\$ Million)

Figure 36:Spain Plant-based Protein Powders Revenue (2020-2032) & (US\$ Million)

Figure 37:Benelux Plant-based Protein Powders Revenue (2020-2032) & (US\$ Million)

Figure 38:China Plant-based Protein Powders Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 39:China Plant-based Protein Powders Revenue Market Share by Players in 2024

Figure 40:China Plant-based Protein Powders Sales Market Share by Type (2020-2032)

Figure 41:China Plant-based Protein Powders Revenue Market Share by Type (2020-2032)

Figure 42:China Plant-based Protein Powders Sales Market Share by Application (2020-2032)

Figure 43:China Plant-based Protein Powders Revenue Market Share by Application (2020-2032)

Figure 44:APAC (excl. China) Plant-based Protein Powders Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 45:APAC (excl. China) Plant-based Protein Powders Revenue Market Share by Players in 2024

Figure 46:APAC (excl. China) Plant-based Protein Powders Sales Market Share by Type (2020-2032)

Figure 47:APAC (excl. China) Plant-based Protein Powders Revenue Market Share by Type (2020-2032)

Figure 48:APAC (excl. China) Plant-based Protein Powders Sales Market Share by Application (2020-2032)

Figure 49:APAC (excl. China) Plant-based Protein Powders Revenue Market Share by Application (2020-2032)

Figure 50:Japan Plant-based Protein Powders Revenue (2020-2032) & (US\$ Million)

Figure 51:South Korea Plant-based Protein Powders Revenue (2020-2032) & (US\$ Million)

Figure 52:India Plant-based Protein Powders Revenue (2020-2032) & (US\$ Million)

Figure 53:Australia Plant-based Protein Powders Revenue (2020-2032) & (US\$ Million)

Figure 54:Southeast Asia Plant-based Protein Powders Revenue (2020-2032) & (US\$ Million)

Figure 55:Latin America Plant-based Protein Powders Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 56:Latin America Plant-based Protein Powders Revenue Market Share by Players in 2024

Figure 57:Latin America Plant-based Protein Powders Sales Market Share by Type (2020-2032)

Figure 58:Latin America Plant-based Protein Powders Revenue Market Share by Type (2020-2032)

Figure 59:Latin America Plant-based Protein Powders Sales Market Share by Application (2020-2032)

Figure 60:Latin America Plant-based Protein Powders Revenue Market Share by Application (2020-2032)

Figure 61:Mexico Plant-based Protein Powders Revenue (2020-2032) & (US\$ Million)

Figure 62:Brazil Plant-based Protein Powders Revenue (2020-2032) & (US\$ Million)

Figure 63:Middle East & Africa Plant-based Protein Powders Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 64:Middle East & Africa Plant-based Protein Powders Revenue Market Share by Players in 2024

Figure 65:Middle East & Africa Plant-based Protein Powders Sales Market Share by Type (2020-2032)

Figure 66:Middle East & Africa Plant-based Protein Powders Revenue Market Share by Type (2020-2032)

Figure 67:Middle East & Africa Plant-based Protein Powders Sales Market Share by Application (2020-2032)

Figure 68:Middle East & Africa Plant-based Protein Powders Revenue Market Share by Application (2020-2032)

Figure 69: Saudi Arabia Plant-based Protein Powders Revenue (2020-2032) & (US\$ Million)

Figure 70: South Africa Plant-based Protein Powders Revenue (2020-2032) & (US\$ Million)

Figure 71: Global Plant-based Protein Powders Sales Market Share by Key Manufacturers in 2024

Figure 72: Global Plant-based Protein Powders Revenue Market Share by Key Manufacturers in 2024

Figure 73: Global Plant-based Protein Powders Industry Competition Landscape

Figure 74: Plant-based Protein Powders Industry Chain Analysis

Figure 75: Bottom-Up and Top-Down Research Methods

Figure 76: Key Interview Objectives

Figure 77: Data Cross Validation

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