

Protein supplements market: Segmented by Type (Casein, Whey Protein, Egg Protein, Soy Protein Others); By (Form, Powder, RTD Liquid, Protein Bars); By Source (Animal, Plant); By Distribution Channel (Supermarkets, Online Stores, Direct to Customers (DTC), Others) and Region – Global Analysis of Market Size, Share & Trends for 2019–2020 and Forecasts to 2030

<https://marketpublishers.com/r/P427FCBC20DDEN.html>

Date: May 2024

Pages: 168

Price: US\$ 5,000.00 (Single User License)

ID: P427FCBC20DDEN

Abstracts

174+ Research Report Protein supplements market to surpass USD 41.84 billion by 2030 from USD 18.91 billion in 2020 at a CAGR of 8.27% in the coming years, i.e., 2021-30.

Product Overview

Protein is an important nutrient and the body's second most abundant component after water. Protein supplements are concentrated protein sources derived from animals or plants, such as dairy, eggs, wheat, soybean, pea, and others. Powders, bars, and ready-to-drink (RTD) beverages are the three most common forms they take. Protein powder is a popular protein supplement that comes in a variety of forms, including protein concentrates, isolates, and hydrolysates. These items are used by people who want to gain muscle, maintain their body mass, or reduce weight. People also use protein supplements to get the energy and vitamins they need during intense workouts, as well as to make up for the minerals and vitamins they lose when they eat less.

Market Highlights

Protein supplements market is expected to project a notable CAGR of 8.27% in 2030

Due to the rising adoption of healthier, more active lifestyles, the market size is anticipated to rise significantly during the forecast period. More individuals are pursuing appropriate nutrition levels as a result of increased engagement in fitness and sports activities, fueling demand for health and muscle-building products.

Recent highlights in the Protein supplements market

In April 2021, Eligo Bioscience and GlaxoSmithKline have formed a research collaboration. Eligobiotics' acne vulgaris therapy uses cutting-edge CRISPR-based therapeutic technology. This strategic partnership is anticipated to speed up research and development operations, giving the firm a competitive advantage.

In 2019, PlantFuel, a plant-based nutritional supplement company, has signed a retail distribution agreement with GNC to deliver its products to over 2,300 GNC locations as well as the company's website.

Protein supplements market: Segments

Whey protein segment to grow with the highest CAGR during 2020-30

Protein supplements market is segmented by Type into casein, whey, egg, soy, and others. Among these, the whey category is expected to hold the highest CAGR in the forecast period. Whey protein has long been popular among athletes and bodybuilders since it aids in general body growth and muscle growth. The surge in demand for sports nutrition products, as well as the value-added tag of clean label components, are the two primary drivers driving the market's overall growth.

Male segment to grow with the highest CAGR during 2020-30

Protein supplements market is segmented by Gender into Male and Female. Among these, the male category is expected to continue holding the highest CAGR in the forecast period. When it comes to health and nutrition, the male category is the most performance-oriented. Protein nutrition is sought by males in order to improve their performance. To support their high-intensity activity or workout, the male sector seeks additional power and energy. As a result, males consider having both pre and post-workout supplementation.

Market Dynamics

Drivers

High demand among youngsters

The increased proclivity of younger generations, particularly millennials, for balanced meals and healthy consumption is one of the main factors driving the protein supplement industry's rise. Millennials are much more health-conscious and aware,

which has resulted in a huge increase in dietary supplement usage among them.

Increasing disposable income of consumers

Due to rising disposable income and improved financial stability, consumer spending on different protein and associated supplements, including ready-to-drink protein-based pediatric milk formulas, has increased in recent years. Due to increased health care awareness, weight worries, and the capacity to spend on different things such as protein bars and other supplements, people are projected to spend on these products and driving the market growth.

Restraint

Availability of cost-effective alternatives

cost-effective local products like ayurvedic supplements are available in the market which is restricting the overall growth of the market.

Protein supplements: Key Players

Glanbia plc

Company Overview, Business Strategy, Key Product Offerings, Financial Performance, Key Performance Indicators, Risk Analysis, Recent Development, Regional Presence, SWOT Analysis

MusclePharm

Abbott

CytoSport, Inc.

Iovate Health Sciences International, Inc.

QuestNutrition

The Bountiful Company

NOW Foods

Transparent Labs

Woodbolt Distribution LLC

Dymatize Enterprises LLC

Protein supplements market: Regions

Protein supplements market is segmented based on regional analysis into five major regions. These include North America, Latin America, Europe, Asia Pacific, and the Middle East, and Africa. Protein supplements market in North America held the largest market share in the year 2019 and is expected to continue the dominance over the forecast period. This is due to the growing trend of healthy living in the region, along

with rising healthcare expenses, which has contributed in the growth and acceptance of the protein supplement market. Consumers are currently adopting the vegan trend, which has resulted in a surge in demand for plant-based proteins, contributing significantly to the market's overall growth.

Protein supplements market is further segmented by region into:

North America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – United States and Canada

Latin America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – Mexico, Argentina, Brazil, and Rest of Latin America

Europe Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – United Kingdom, France, Germany, and Rest of Europe

Asia Pacific Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – China, Japan, Australia, and Rest of APAC

Middle East and Africa Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – North Africa, Israel, GCC, South Africa, and Rest of MENA

Protein supplements report also contains analysis on:

Protein supplements Segments:

By Type

Casein

Whey Protein

Egg Protein

Soy Protein

Others

By Gender

Male

Female

By Source

Animal

Plant

By Distribution Channel

Supermarkets

Online Stores

Direct to Customers (DTC)

Others

Protein supplements Market Dynamics

Protein supplements Market Size

Supply & Demand

Current Market Trends/Issues/Challenges
Competition & Companies Involved in the Market
Value Chain of the Market
Market Drivers and Restraints

Protein supplements Market Report Scope and Segmentation

Report Attribute Details

Market size value in 2021 USD 20.46 billion

Revenue forecast in 2030 USD 41.84 billion

Growth Rate CAGR of 8.27% from 2021 to 2030

Base year for estimation 2020

Quantitative units Revenue in USD billion and CAGR from 2021 to 2030

Report coverage Revenue forecast, company ranking, competitive landscape, growth factors, and trends

Segments covered Type, Gender, Source, Distribution channel, and Region

Regional scope North America; Europe; Asia Pacific; Latin America; Middle East & Africa (MEA)

Key companies profiled Glanbia plc, MusclePharm, Abbott, CytoSport Inc., Iovate Health Sciences International Inc, QuestNutrition, The Bountiful Company, NOW Foods, Transparent Labs, Woodbolt Distribution LLC, Dymatize Enterprises LLC, and Other Prominent Players.

Frequently Asked Questions

How big is the Protein supplements market?

What is the Protein supplements market growth?

Which segment accounted for the largest Protein supplements market share?

Who are the key players in the Protein supplements market?

What are the factors driving the Protein supplements market?

Contents

1. EXECUTIVE SUMMARY

2. PROTEIN SUPPLEMENTS MARKET

- 2.1. Product Overview
- 2.2. Market Definition
- 2.3. Segmentation
- 2.4. Assumptions and Acronyms

3. RESEARCH METHODOLOGY

- 3.1. Research Objectives
- 3.2. Primary Research
- 3.3. Secondary Research
- 3.4. Forecast Model
- 3.5. Market Size Estimation

4. AVERAGE PRICING ANALYSIS

5. MACRO-ECONOMIC INDICATORS

6. MARKET DYNAMICS

- 6.1. Growth Drivers
- 6.2. Restraints
- 6.3. Opportunity
- 6.4. Trends

7. CORRELATION & REGRESSION ANALYSIS

- 7.1. Correlation Matrix
- 7.2. Regression Matrix

8. RECENT DEVELOPMENT, POLICIES & REGULATORY LANDSCAPE

9. RISK ANALYSIS

9.1. Demand Risk Analysis

9.2. Supply Risk Analysis

10. PROTEIN SUPPLEMENTS MARKET ANALYSIS

10.1. Porters Five Forces

10.1.1. Threat of New Entrants

10.1.2. Bargaining Power of Suppliers

10.1.3. Threat of Substitutes

10.1.4. Rivalry

10.2. PEST Analysis

10.2.1. Political

10.2.2. Economic

10.2.3. Social

10.2.4. Technological

11. PROTEIN SUPPLEMENTS MARKET

11.1. Market Size & forecast, 2020A-2030F

11.1.1. By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

11.1.2. By Volume (Million Units) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

12. PROTEIN SUPPLEMENTS MARKET: MARKET SEGMENTATION

12.1. By Regions

12.1.1. North America:(U.S. and Canada), By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

12.1.2. Europe: (Germany, UK, France, Italy, Spain, and Rest of Europe), By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

12.1.3. Asia-Pacific: (China, India, Japan, Australia and Rest of Asia Pacific), By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

12.1.4. Latin America: (Brazil, Mexico, Rest of Latin America), By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

12.1.5. Middle East and Africa, By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

12.2. By Type: Market Share (2020-2030F)

12.2.1. Casein, By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

12.2.2. Whey Protein, By Value (USD Million) 2020-2030F; Y-o-Y Growth (%)

2021-2030F

12.2.3. Egg Protein, By Value (USD Million) 2020-2030F; Y-o-Y Growth (%)

2021-2030F

12.2.4. Soy protein, By Value (USD Million) 2020-2030F; Y-o-Y Growth (%)

2021-2030F

12.2.5. Others, By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

12.3. By Gender: Market Share (2020-2030F)

12.3.1. Male, By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

12.3.2. Female, By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

12.4. By Source: Market Share (2020-2030F)

12.4.1. Animal, By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

12.4.2. Plant, By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

12.5. By Distribution Channel: Market Share (2020-2030F)

12.5.1. Inflammatory Acne, By Value (USD Million) 2020-2030F; Y-o-Y Growth (%)

2021-2030F

12.5.2. Non-Inflammatory Acne, By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

12.6. By Distribution Channel: Market Share (2020-2030F)

12.6.1. Supermarkets, By Value (USD Million) 2020-2030F; Y-o-Y Growth (%)

2021-2030F

12.6.2. Online stores, By Value (USD Million) 2020-2030F; Y-o-Y Growth (%)

2021-2030F

12.6.3. DTC, By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

12.6.4. Others, By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

13. COMPANY PROFILE

13.1. Glanbia plc

13.1.1. Company Overview

13.1.2. Company Total Revenue (Financials)

13.1.3. Market Potential

13.1.4. Global Presence

13.1.5. Key Performance Indicators

13.1.6. SWOT Analysis

13.1.7. Product Launch

13.2. MusclePharm

13.3. Abbott

13.4. CytoSport, Inc.

13.5. Iovate Health Sciences International, Inc.

- 13.6. QuestNutrition
- 13.7. The Bountiful Company
- 13.8. NOW Foods
- 13.9. Transparent Labs
- 13.10. Woodbolt Distribution LLC
- 13.11. Dymatize Enterprises LLC

Consultant Recommendation

**The above-given segmentations and companies could be subjected to further modification based on in-depth feasibility studies conducted for the final deliverable.

I would like to order

Product name: Protein supplements market: Segmented by Type (Casein, Whey Protein, Egg Protein, Soy Protein Others); By (Form, Powder, RTD Liquid, Protein Bars); By Source (Animal, Plant); By Distribution Channel (Supermarkets, Online Stores, Direct to Customers (DTC), Others) and Region – Global Analysis of Market Size, Share & Trends for 2019–2020 and Forecasts to 2030

Product link: <https://marketpublishers.com/r/P427FCBC20DDEN.html>

Price: US\$ 5,000.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/P427FCBC20DDEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970