

Global Clear Plant Protein Powder Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Clear Plant Protein Powder market size was valued at US\$ 108 million in 2025 and is forecast to a readjusted size of US\$ 270 million by 2032 with a CAGR of 13.2% during review period.

Clear plant protein powder is a powdered protein supplement made primarily from hydrolyzed pea protein isolate, barley protein, plant protein peptides, or other soluble plant proteins, processed through acidification, filtration, enzymatic hydrolysis, flavor masking, and instant solubility system design. The estimated gross margin is approximately 52%.

Clear plant protein powder represents an upgraded segment of plant protein powders, with its value proposition not in simply increasing protein content, but in transforming the consumer experience from the 'heavy shake, powdery, strong bean taste' of traditional plant proteins to a lighter, juice- or sports drink-like consumption experience. It primarily targets vegan, dairy-free, weight management, and daily protein supplementation needs, and also benefits from the growth of clear protein beverages and GLP-1 user-driven muscle maintenance demand.

Currently, the product is still in the early education stage, with a market smaller than standard plant protein powders and clear whey protein powders. Growth is mainly driven by three factors: first, consumers' desire to supplement protein under low-sugar, low-fat, and low-calorie conditions; second, plant-based protein brands seeking better taste and consumption scenarios to differentiate from traditional powder products; third, sports nutrition channels, e-commerce subscriptions, and instant functional drink formats promoting trial of the new category.

The technical barrier for clear plant protein powder is higher than for ordinary plant protein powders, focusing on protein solubility, clarity, stability in acidic systems, and masking bitterness and astringency. In the short term, pea protein, hydrolyzed plant proteins, and blended protein systems will dominate. Premium products are likely to achieve a price premium through flavor systems, instant solubility processes, and functional additions. Overall, this category is not a mainstream replacement for plant protein powder, but a niche incremental market targeting light, high-frequency consumption and dairy-free consumers.

This report is a detailed and comprehensive analysis for global Clear Plant Protein Powder market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Clear Plant Protein Powder market size and forecasts, in consumption value (\$ Million), sales quantity (Units), and average selling prices (US\$/Unit), 2021-2032

Global Clear Plant Protein Powder market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Units), and average selling prices (US\$/Unit), 2021-2032

Global Clear Plant Protein Powder market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (Units), and average selling prices (US\$/Unit), 2021-2032

Global Clear Plant Protein Powder market shares of main players, shipments in revenue (\$ Million), sales quantity (Units), and ASP (US\$/Unit), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Clear Plant Protein Powder

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Clear Plant Protein Powder market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Myprotein, Optimum Nutrition, Bulk, PlantFusion, Sunwarrior, Be Amazing, AlpenPower, Applied Nutrition, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Clear Plant Protein Powder market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Pea Protein-Based

Barley Protein-Based

Soy Protein-Based

Mixed Plant Protein-Based

Other Plant Protein-Based

Market segment by Protein Per Serving

10-12 g Protein Per Serving

13-16 g Protein Per Serving

17-20 g Protein Per Serving

Above 20 g Protein Per Serving

Unspecified Protein Per Serving

Market segment by Sugar and Sweetener

Zero Sugar With High-Intensity Sweetener

No Added Sugar With Natural Sweetener

Low Sugar With Flavor System

Unsweetened or Unflavored

Other Sugar Profile

Market segment by Functional Additives

Protein-Only Formula

Electrolyte-Added Formula

Fiber or Prebiotic Formula

Vitamin or Amino Acid-Added Formula

Multi-Functional Formula

Other Functional Formula

Market segment by Application

Sports Nutrition and Recovery

Daily Protein Supplementation

Weight Management

Special Diet Nutrition

Other

Major players covered

Myprotein

Optimum Nutrition

Bulk

PlantFusion

Sunwarrior

Be Amazing

AlpenPower

Applied Nutrition

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Clear Plant Protein Powder product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Clear Plant Protein Powder, with price, sales quantity, revenue, and global market share of Clear Plant Protein Powder from 2021 to 2026.

Chapter 3, the Clear Plant Protein Powder competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Clear Plant Protein Powder breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Clear Plant Protein Powder market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Clear Plant Protein Powder.

Chapter 14 and 15, to describe Clear Plant Protein Powder sales channel, distributors, customers, research findings and conclusion.

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