

Global Clear Plant Protein Powder Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Clear Plant Protein Powder market size is expected to reach \$ 270 million by 2032, rising at a market growth of 13.2% CAGR during the forecast period (2026-2032).

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 studies the global Clear Plant Protein Powder production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Clear Plant Protein Powder and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Clear Plant Protein Powder that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Clear Plant Protein Powder total production and demand, 2021-2032, (Units)

Global Clear Plant Protein Powder total production value, 2021-2032, (USD Million)

Global Clear Plant Protein Powder production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Units), (based on production site)

Global Clear Plant Protein Powder consumption by region & country, CAGR, 2021-2032 & (Units)

U.S. VS China: Clear Plant Protein Powder domestic production, consumption, key domestic manufacturers and share

Global Clear Plant Protein Powder production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Units)

Global Clear Plant Protein Powder production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Units)

Global Clear Plant Protein Powder production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Units)

This report profiles key players in the global Clear Plant Protein Powder market based on the following parameters - company overview, production, value, 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Clear Plant Protein Powder market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Clear Plant Protein Powder Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Clear Plant Protein Powder Market, Segmentation by Type:

Pea Protein-Based

Barley Protein-Based

Soy Protein-Based

Mixed Plant Protein-Based

Other Plant Protein-Based

Global Clear Plant Protein Powder Market, Segmentation 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

Global Clear Plant Protein Powder Market, Segmentation 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

Global Clear Plant Protein Powder Market, Segmentation 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

Global Clear Plant Protein Powder Market, Segmentation by Application:

Sports Nutrition and Recovery

Daily Protein Supplementation

Weight Management

Special Diet Nutrition

Other

Companies Profiled:

Myprotein

Optimum Nutrition

Bulk

PlantFusion

Sunwarrior

Be Amazing

AlpenPower

Applied Nutrition

Key Questions Answered:

1. How big is the global Clear Plant Protein Powder market?
2. What is the demand of the global Clear Plant Protein Powder market?
3. What is the year over year growth of the global Clear Plant Protein Powder market?
4. What is the production and production value of the global Clear Plant Protein Powder market?
5. Who are the key producers in the global Clear Plant Protein Powder market?
6. What are the growth factors driving the market demand?

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