

Global Clear Protein Beverage 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 Protein Beverage market size was valued at US\$ 1080 million in 2025 and is forecast to a readjusted size of US\$ 1882 million by 2032 with a CAGR of 8.2% during review period.

Clear protein beverages are transparent or semi-transparent, water-like protein drinks formulated from protein isolates or hydrolysates such as whey protein, collagen peptides, or plant proteins. These proteins undergo processes like defatting, lactose reduction, enzymatic hydrolysis, or clarification to achieve a light, juice-like texture. The beverages are primarily used for daily protein supplementation, sports recovery, weight management, and muscle maintenance for GLP-1 medication users. The estimated gross margin is approximately 42%.

The growth of clear protein beverages is driven by the expansion of high-protein consumption from gym-goers to the broader health-conscious population. Compared with traditional creamy protein shakes, clear protein beverages emphasize low sugar, low fat, low calorie, and a refreshing, water-like mouthfeel, resembling functional waters, sports drinks, or fruit-flavored beverages. This positioning reduces consumption barriers in summer, post-exercise, or office scenarios. Whey protein isolate remains the mainstream protein source, while collagen peptides and plant proteins provide differentiation and dairy-free options.

Distribution growth is mainly concentrated in e-commerce subscriptions, fitness retail, convenience stores, and mainstream supermarkets. The protein supplementation and muscle maintenance demand driven by GLP-1 weight loss drugs continues to promote expansion of products with around 20g protein per serving, often including electrolytes

or dietary fiber.

Key constraints include the cost of clarified whey protein, control of acidity and astringency, stability of carbonated formulations, and maintaining clarity at higher protein concentrations. In the mid-to-long term, brands are likely to evolve from single-function protein beverages to multi-functional products, such as protein+?hydration, protein+?digestive support, or protein+?beauty, while avoiding homogenization with conventional functional drinks.

This report is a detailed and comprehensive analysis for global Clear Protein Beverage 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 Protein Beverage market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

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

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

Global Clear Protein Beverage market shares of main players, shipments in revenue (\$ Million), sales quantity (K 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 Protein Beverage

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 Protein Beverage 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, Ready Nutrition, RYSE, Protein2o, PWR LIFT, Vieve, WOW Hydrate, BODIE*Z, Clean Simple Eats, SEEQ Supply, etc.

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

Market Segmentation

Clear Protein Beverage 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

Ready-to-Drink Still Beverage

Ready-to-Drink Carbonated Beverage

Ready-to-Mix Bulk Powder

Ready-to-Mix Stick Pack

Market segment by Protein Source

Whey-Based Clear Protein

Collagen-Based Clear Protein

Plant-Based Clear Protein

Blended-Source Clear Protein

Other Protein Sources

Market segment by Protein Content

5?9g Protein

10?14g Protein

15?20g Protein

?21g Protein

Market segment by Application

Sports Recovery

Daily Protein Top-Up

Weight Management

GLP-1 Muscle Maintenance

Hydration Replenishment

Beauty Nutrition

Major players covered

Myprotein

Ready Nutrition

RYSE

Protein2o

PWR LIFT

Vieve

WOW Hydrate

BODIE*Z

Clean Simple Eats

SEEQ Supply

Bloom Nutrition

Isopure

GHOST

Oath Nutrition

PlantFusion

Naked Nutrition

Propel

Clever Protein

Meiji

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 Protein Beverage product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the Clear Protein Beverage 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 Protein Beverage 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 Protein Beverage.

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

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