

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

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Abstracts

The global Clear Protein Beverage market size is expected to reach \$ 1882 million by 2032, rising at a market growth of 8.2% CAGR during the forecast period (2026-2032).

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

This report is a detailed and comprehensive analysis of the world market for Clear Protein Beverage 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 Protein Beverage that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Clear Protein Beverage total production and demand, 2021-2032, (K Units)

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

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

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

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

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

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

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

This report profiles key players in the global Clear Protein Beverage 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, 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.

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

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K 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 Protein Beverage Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Clear Protein Beverage Market, Segmentation by Type:

Ready-to-Drink Still Beverage

Ready-to-Drink Carbonated Beverage

Ready-to-Mix Bulk Powder

Ready-to-Mix Stick Pack

Global Clear Protein Beverage Market, Segmentation by Protein Source:

Whey-Based Clear Protein

Collagen-Based Clear Protein

Plant-Based Clear Protein

Blended-Source Clear Protein

Other Protein Sources

Global Clear Protein Beverage Market, Segmentation by Protein Content:

5?9g Protein

10?14g Protein

15?20g Protein

?21g Protein

Global Clear Protein Beverage Market, Segmentation by Application:

Sports Recovery

Daily Protein Top-Up

Weight Management

GLP-1 Muscle Maintenance

Hydration Replenishment

Beauty Nutrition

Companies Profiled:

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

Key Questions Answered:

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

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