

Global High-protein Ready-to-drink Beverages 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 High-protein Ready-to-drink Beverages market size was valued at US\$ 1556 million in 2025 and is forecast to a readjusted size of US\$ 2508 million by 2032 with a CAGR of 7.0% during review period.

In 2025, global sales of high-protein ready-to-drink (RTD) beverages reached 420 million bottles, with an average selling price of \$3.60 per bottle. High-protein ready-to-drink beverages are a class of liquid nutritional products made primarily from whey protein, casein, soy protein, or plant-based complex proteins. They are produced through scientific formulation, homogenization, sterilization, and flavoring processes, aiming to provide consumers with a convenient protein supplementation solution. These products are suitable for fitness enthusiasts, athletes, those managing weight, and general consumers who need to supplement their protein intake. They typically feature a smooth texture, balanced nutrition, portability, and rapid absorption, and can be categorized into dairy-based protein drinks, plant-based protein drinks, complex protein drinks, and functional protein drinks. Upstream raw materials mainly include dairy products, soy and pea proteins, functional additives, sugars, and flavorings.

Downstream supplies primarily go to retail supermarkets, e-commerce platforms, gyms, schools, and corporate catering channels. With increasing health awareness, a growing sports and fitness market, and rising demand for convenient nutritional foods, the high-protein ready-to-drink beverage market is experiencing rapid expansion, trending towards functional, low-sugar, plant-based protein, and personalized formulations.

This report is a detailed and comprehensive analysis for global High-protein Ready-to-drink Beverages 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 High-protein Ready-to-drink Beverages market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global High-protein Ready-to-drink Beverages 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 High-protein Ready-to-drink Beverages 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 High-protein Ready-to-drink Beverages 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 High-protein Ready-to-drink Beverages

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 High-protein Ready-to-drink Beverages 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 Meiji Group, Valio, Arla Foods

Ingredients, Vivici, Abbott, Nestl?, PepsiCo, Scoular, Coca-Cola, BYHEALTH, etc.

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

Market Segmentation

High-protein Ready-to-drink Beverages 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

Animal Protein Type

Plant Protein Type

Complex Protein Type

Market segment by Protein Per 100ml

Protein Per 100ml (g): 3.0-4.0g

Protein Per 100ml (g): 5.0-6.0g

Protein Per 100ml (g): 8.0-11.4g

Market segment by Capacity

Capacity: ?250ml

Capacity: >250ml

Market segment by Application

Children's Nutrition

Weight Management Group

Others

Major players covered

Meiji Group

Valio

Arla Foods Ingredients

Vivici

Abbott

Nestl?

PepsiCo

Scoular

Coca-Cola

BYHEALTH

Danone

Glanbia

Premier Nutrition

BellRing Brands

Musashi

Maeil

Ripple Foods

Tetra Pak

Kruger Group

Bariatric 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 High-protein Ready-to-drink Beverages product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of High-protein Ready-to-drink Beverages, with price, sales quantity, revenue, and global market share of High-protein Ready-to-drink Beverages from 2021 to 2026.

Chapter 3, the High-protein Ready-to-drink Beverages competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the High-protein Ready-to-drink Beverages 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 High-protein Ready-to-drink Beverages 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 High-protein Ready-to-drink Beverages.

Chapter 14 and 15, to describe High-protein Ready-to-drink Beverages sales channel, distributors, customers, research findings and conclusion.

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