

Global Meal Replacement Diet Powder Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Meal Replacement Diet Powder market size is expected to reach \$ 12840 million by 2032, rising at a market growth of 9.0% CAGR during the forecast period (2026-2032).

In 2025, global Meal Replacement Diet Powder production reached 793.02 k tons, with an average price of USD 8.60 per kg. The industry gross profit margin ranges from 32% to 48%. Global production capacity in 2025 was about 1,057.36 k tons.

Meal Replacement Diet Powder is a nutritionally balanced powder product composed of protein, dietary fiber, vitamins and minerals, designed to replace a full meal with controlled calories, mainly for weight management, fitness supplementation and convenient meal options.

The industrial chain includes upstream protein powder, oats, dietary fiber, vitamins, minerals and sweeteners; midstream involves mixing, grinding, sterilization and packaging; downstream channels include health product retailers, e-commerce platforms, fitness centers and supermarkets.

The market is driven by increasing health awareness, weight management needs and fast-paced lifestyles. High-protein, low-sugar and high-fiber formulations are favored by consumers. Convenient, portable packaging enhances market penetration. Future development focuses on high-protein content, low sugar, high fiber and diversified formulas.

This report studies the global Meal Replacement Diet Powder production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Meal Replacement Diet 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 Meal Replacement Diet Powder that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Meal Replacement Diet Powder total production and demand, 2021-2032, (Kilotons)

Global Meal Replacement Diet Powder total production value, 2021-2032, (USD Million)

Global Meal Replacement Diet Powder production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Kilotons), (based on production site)

Global Meal Replacement Diet Powder consumption by region & country, CAGR, 2021-2032 & (Kilotons)

U.S. VS China: Meal Replacement Diet Powder domestic production, consumption, key domestic manufacturers and share

Global Meal Replacement Diet Powder production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Kilotons)

Global Meal Replacement Diet Powder production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Kilotons)

Global Meal Replacement Diet Powder production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Kilotons)

This report profiles key players in the global Meal Replacement Diet 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 Abbott, Herbalife, Kellogg, Nestle, SlimFast, Glanbia, GlaxoSmithKline, Nature's Bounty, Nutiva, Onnit Labs, 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 Meal Replacement Diet Powder market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$

Millions), volume (production, consumption) & (Kilotons) and average price (US\$/Ton) 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 Meal Replacement Diet Powder Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Meal Replacement Diet Powder Market, Segmentation by Type:

Organic

Conventional

Global Meal Replacement Diet Powder Market, Segmentation by Ingredient Source:

Plant-based Meal Replacement

Dairy-based Meal Replacement

Mixed Ingredient Meal Replacement

Global Meal Replacement Diet Powder Market, Segmentation by Product Form:

Instant Powder Meal Replacement

Ready-to-mix Powder

Functional Nutrient Powder

Global Meal Replacement Diet Powder Market, Segmentation by Application:

Retail Stores

Online Sales

Companies Profiled:

Abbott

Herbalife

Kellogg

Nestle

SlimFast

Glanbia

GlaxoSmithKline

Nature's Bounty

Nutiva

Onnit Labs

Orgain

Ultimate Superfoods

Garden of Life

Optimum Nutrition

Labrada Nutrition

Fit & Lean

Key Questions Answered:

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

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