

# **North America Protein Supplement Market 2020-2026 by Product Type, Source, Form, Customer Gender, Age Group, Application, Distribution Channel, and Country: COVID-19 Impact and Growth Opportunity**

<https://marketpublishers.com/r/N06142ED7A3FEN.html>

Date: November 2020

Pages: 115

Price: US\$ 2,108.00 (Single User License)

ID: N06142ED7A3FEN

## **Abstracts**

North America protein supplement market is expected to grow by 6.42% annually in the forecast period and reach \$4,161.6 million by 2026 owing to rising consumer awareness, growing number of fitness centers, and desire to lead active and healthy lifestyles amid COVID-19 pandemic.

Highlighted with 35 tables and 56 figures, this 115-page report “North America Protein Supplement Market 2020-2026 by Product Type, Source, Form, Customer Gender, Age Group, Application, Distribution Channel, and Country: COVID-19 Impact and Growth Opportunity” is based on a holistic research of the entire North America protein supplement market and all its sub-segments through extensively detailed classifications. Profound analysis and assessment are generated from premium primary and secondary information sources with inputs derived from industry professionals across the value chain. The report is based on studies on 2016-2019 and provides forecast from 2020 till 2026 with 2019 as the base year. (Please note: The report will be updated before delivery so that the latest historical year is the base year and the forecast covers at least 5 years over the base year.)

In-depth qualitative analyses include identification and investigation of the following aspects:

Market Structure

Growth Drivers

Restraints and Challenges

Emerging Product Trends & Market Opportunities

Porter's Fiver Forces

The trend and outlook of North America market is forecast in optimistic, balanced, and conservative view by taking into account of COVID-19. The balanced (most likely) projection is used to quantify North America protein supplement market in every aspect of the classification from perspectives of Product Type, Source, Form, Customer Gender, Age Group, Application, Distribution Channel, and Country.

Based on Product Type, the North America market is segmented into the following sub-markets with annual revenue (\$ mn) and sales volume (kilotons) for 2016-2026 included in each section.

Casein Protein

Whey Protein

Egg Protein

Soy Protein

Pea Protein

Milk Protein Concentrate (MPC) Protein

Other Product Types

Based on Source, the North America market is segmented into the following sub-markets with annual revenue (\$ mn) and sales volume (kilotons) for 2016-2026 included in each section.

Animal Based Proteins

## Plant Based Proteins

Based on Form, the North America market is segmented into the following sub-markets with annual revenue (\$ mn) and sales volume (kilotons) for 2016-2026 included in each section.

Powder

Ready to Drink (RTD) Liquid

Protein Bars

Based on Customer Gender, the North America market is segmented into the following sub-markets with annual revenue (\$ mn) and sales volume (kilotons) for 2016-2026 included in each section.

Male Customers

Female Customers

Based on Age Group, the North America market is segmented into the following sub-markets with annual revenue (\$ mn) and sales volume (kilotons) for 2016-2026 included in each section.

Millennial Group

Generation X

Baby Boomers

Based on Application, the North America market is segmented into the following sub-markets with annual revenue (\$ mn) and sales volume (kilotons) for 2016-2026 included in each section.

Functional Foods

## Sports Nutrition

Based on Distribution Channel, the North America market is segmented into the following sub-markets with annual revenue (\$ mn) and sales volume (kilotons) for 2016-2026 included in each section.

Online Stores

Nutrition Store

Chemist/Drugstore

Health Food Store

Specialist Food Store

Supermarket/Hypermarket

Other Distribution Channels

Geographically, the following national/local markets are fully investigated:

U.S.

Canada

Mexico

For each key country, detailed analysis and data for annual revenue (\$ mn) and sales volume (kilotons) are available for 2016-2026. The breakdown of key national markets by Product Type, Form, and Distribution Channel over the forecast years are also included.

The report also covers current competitive scenario and the predicted trend; and profiles key vendors including market leaders and important emerging players.

Specifically, potential risks associated with investing in North America protein supplement market are assayed quantitatively and qualitatively through GMD's Risk Assessment System. According to the risk analysis and evaluation, Critical Success Factors (CSFs) are generated as a guidance to help investors & stockholders identify emerging opportunities, manage and minimize the risks, develop appropriate business models, and make wise strategies and decisions.

Key Players (this may not be a complete list and extra companies can be added upon request):

Abbot Laboratories

ABH Pharma Inc.

Amway Corporation

Glanbia Plc.

GlaxoSmithKline Plc

GNC Holdings

Herbalife International of America Inc.

Makers Nutrition

NBTY, Inc.

Transparent Labs

Vitaco Health Limited

(Please note: The report will be updated before delivery so that the latest historical year is the base year and the forecast covers at least 5 years over the base year.)

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