

Creatine Supplements Market Size, Share & Trends Analysis Report By Form (Powder, Liquid, Capsules/Tablets), By Distribution Channel (Hypermarkets & Supermarkets, Pharmacy & Drug Stores, Online), By Region, And Segment Forecasts, 2024 - 2030

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Abstracts

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Creatine Supplements Market Growth & Trends

The global creatine supplements market size was estimated to reach USD 2,830.5 million in 2030 and is anticipated to expand at a CAGR of 17.9% from 2024 to 2030, according to a new report by Grand View Research, Inc. Traditionally associated with male athletes, creatine supplements are increasingly gaining popularity among female athletes and fitness enthusiasts. This shift is driven by greater awareness of the benefits of creatine for improving strength, endurance, and muscle recovery.

Manufacturers are introducing new and more convenient delivery formats for creatine supplements, such as chewable tablets, flavored powders, and ready-to-drink formulations. These innovations cater to consumer preferences for ease of use and taste. There is also a rising demand for creatine supplements with clean and transparent ingredient labels. Consumers are becoming more conscious about the quality and origin of ingredients, pushing brands to emphasize purity and authenticity in their products.

Consumers are increasingly adopting a holistic approach to health, viewing physical fitness, mental well-being, and nutritional balance as interconnected components of overall wellness. This holistic perspective drives interest in supplements like creatine, which are perceived to support multiple aspects of health, including physical performance and recovery. There is a rising preference for preventive health strategies aimed at avoiding illness and promoting longevity. Creatine supplements are sought after for their potential benefits in enhancing muscle strength, endurance, and recovery, which are essential for maintaining an active lifestyle and preventing age-related decline in physical fitness.

Sales of creatine supplements through online retail stores have captured a significant market share. These e-commerce platforms offer convenience through comprehensive shopping experiences where shoppers can seamlessly integrate creatine supplements into their grocery lists alongside other household necessities, streamlining the shopping process. The accessibility and extended availability of online stores enhance their attractiveness, enabling consumers to purchase creatine supplements at their convenience, regardless of time constraints.

North America accounted for the largest share of the market and is estimated to expand at a significant CAGR over the forecast period. There is widespread awareness among North American consumers regarding the benefits of creatine supplements in enhancing athletic performance, muscle strength, and recovery. This high level of awareness and acceptance drives consistent demand for creatine products. Companies in North America continuously innovate with new formulations, flavors, and delivery methods for creatine supplements. This product innovation caters to diverse consumer preferences, including those following gluten-free, vegan, or other specialized diets.

Major players in the creatine supplements market include Glanbia PLC, GNC Holdings Inc., Ajinomoto, The Hut Group (Myprotein), Weider Global Nutrition, BSN, and others. Various steps are adopted by these companies including global expansion, partnerships, acquisitions & mergers, development & launch of new products, and others to gain more share of the market.

Creatine Supplements Market Report Highlights

Asia Pacific is expected to grow with the fastest CAGR over the forecast period from 2024 to 2030. There is a rising awareness among consumers in the Asia Pacific regarding the

benefits of sports nutrition and dietary supplements for enhancing physical performance and overall health. This heightened awareness is driving the adoption of creatine supplements among fitness enthusiasts and athletes.

Based on form, the capsules/tablets segment is estimated to grow with the fastest CAGR over the forecast period. Some consumers perceive capsules and tablets as more professional or pharmaceutical-grade compared to powdered supplements. This perception can influence purchase decisions, particularly among first-time users or those new to sports nutrition.

Based on distribution channel, sales of creatine supplements through hypermarkets & supermarkets are expected to grow with the fastest CAGR over the forecast period from 2024 to 2030. Consumers tend to trust products sold in reputable hypermarkets and supermarkets due to stringent quality control measures and assurance of product authenticity. This trust factor boosts sales of creatine supplements in these retail channels.

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