

High Protein RTD Shakes Market Size, Share & Trends Analysis Report By Packaging (Bottles, Cans, Tetra Paks), By Distribution Channel (Supermarkets & Hypermarkets, Convenience Stores, Online), By Region, And Segment Forecasts, 2026 - 2033

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Abstracts

High Protein RTD Shakes Market Summary

The global high protein RTD shakes market size was estimated at USD 4.26 billion in 2025 and is projected to reach USD 9.16 billion by 2033, growing at a CAGR of 10.2% from 2026 to 2033. The market is primarily driven by rising health consciousness and the growing demand for convenient, on-the-go nutrition solutions among busy consumers.

Increasing interest in fitness, weight management, and muscle recovery, especially among younger populations and working professionals, has further boosted adoption. In addition, product innovation in flavors, plant-based options, and clean-label ingredients is attracting a wider consumer base and sustaining growth in the high protein RTD shakes industry. In August 2025, Vital Proteins launched its first ready-to-drink collagen protein shake (30g protein + 10g collagen), expanding beyond powders to tap growing demand for convenient wellness products.

A major driver of the high protein ready to drink (RTD) shakes industry is the increasing focus on preventive healthcare, with consumers adding protein-rich beverages to support immunity, strength, and healthy aging. Changing urban lifestyles and irregular eating habits are boosting demand for convenient meal replacements that deliver balanced nutrition quickly. Wider availability through e-commerce and rapid delivery platforms is making these products easier to access across both developed and

emerging markets.

At the same time, rising demand for lactose-free and allergen-friendly options is encouraging brands to broaden their product portfolios and reach new consumer segments. In July 2025, Arla launched a lactose-free, ready-to-drink protein milkshake (20g protein, no added sugar) in a convenient cup format, targeting on-the-go consumers seeking healthy yet indulgent options. The product emphasizes taste, portability, and clean nutrition, reflecting growing demand for high protein, low-calorie functional beverages in busy lifestyles.

Global High Protein RTD Shakes Market Report Segmentation

This report forecasts revenue growth at the regional and country levels and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the global high protein RTD shakes market report based on packaging, distribution channel, and region:

Packaging Outlook (Revenue, USD Million, 2021 - 2033)

Bottles

Cans

Tetra Paks

Distribution Channel Outlook (Revenue, USD Million, 2021 - 2033)

Supermarkets & Hypermarkets

Convenience Stores

Online

Others (grocery, specialty stores)

Regional Outlook (Revenue, USD Million, 2021 - 2033)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Asia Pacific

Japan

India

China

Australia & New Zealand

South Korea

Central & South America

Brazil

Middle East & Africa

South Africa

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