

Protein Gummies Market Size, Share & Trends Analysis Report By Ingredient (Gelatin, Plant-based Gelatin Substitute), By End-use (Adult, Kids), By Distribution Channel (Offline, Online), By Region, And Segment Forecasts, 2024 - 2030

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Abstracts

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Protein Gummies Market Growth & Trends

The global protein gummies market size is expected to reach USD 903.3 million by 2030, registering a CAGR of 11.8% from 2024 to 2030, according to a new report by Grand View Research, Inc. The demand for protein and amino acid gummies is driven by hectic lifestyles and the increasing number of consumers seeking a balanced diet. These gummies help individuals meet their daily dietary needs, particularly those with busy schedules. Additionally, the growing number of people involved in sports and physically demanding activities turn protein and amino acid supplements to aid in muscle recovery post-workout.

Increasing health consciousness among consumers has led to a greater focus on maintaining a robust immune system and optimal digestive health. People are becoming more proactive about their health, seeking supplements that offer specific benefits.

The increasing interest in plant-based diets and greater awareness of nutritional needs have led to a rising demand for supplements like gummies. The market is expanding among vegans and consumers adopting plant-based diets who need additional supplementation. These gummies help fulfill nutritional requirements and promote overall well-being. Manufacturers are notably shifting towards incorporating plant-based

ingredients such as pectin, agar-agar, and other gelling agents, which is driving the demand for plant-based gummies.

The expansion of offline and online distribution channels is another crucial factor contributing to the growth of the protein gummies market. Major international brands frequently allocate resources to marketing and promotion efforts to raise awareness and enhance consumer confidence, thereby increasing sales. Established brick-and-mortar retailers cultivate enduring relationships with consumers, nurturing brand loyalty and trust over time. Consumers tend to favor purchasing health and wellness products from familiar and reputable stores, which sustains consistent sales volumes.

Protein Gummies Market Report Highlights

Based on ingredient, the gelatin segment held a revenue share of 68.27% in 2023, owing to its desirable texture, cost efficiency, and compatibility with various ingredients. These characteristics enable manufacturers to produce protein gummies with additional health benefits.

Based on end use, the kids segment is expected to witness a CAGR of 13.7% from 2024 to 2030. The appealing taste of gummies and their wide array of flavors, shapes, and colors are significant factors driving their popularity among children. Many parents choose gummies enriched with essential nutrients like vitamins or minerals for their children.

The distribution of protein gummies through offline channels held a revenue share of 79.46% in 2023. Established brick-and-mortar retailers frequently cultivate enduring relationships with consumers, fostering brand loyalty and trust. Consumers gravitate towards purchasing health and wellness products from familiar and reputable outlets, which supports consistent sales over time.

North America held a market share of 35.07% in 2023. Increased consumer awareness and preferences for nutritional supplements and fortified food products have driven the consumption of protein gummies in the region. These gummies are valued for their vital role in promoting overall health, including supporting metabolism and cardiovascular function, making them popular among health-conscious consumers in North America.

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