

Protein Ice Cream Market Size, Share & Trends Analysis Report By Flavor (Chocolate, Vanilla), By Distribution Channel (Online, Ice Cream Parlors), By Protein Content, By Pack Size, By Region, And Segment Forecasts, 2024 - 2030

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Abstracts

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Protein Ice Cream Market Growth & Trends

The global protein ice cream market size is expected to reach USD 3.82 billion by 2030, registering growth at a CAGR of 6.2% from 2024 to 2030 according to a new report by Grand View Research, Inc. The market is experiencing growth driven by increasing consumer awareness of health and wellness and rising demand for nutritious yet indulgent dessert options. Protein ice cream, enriched with higher protein content compared to traditional ice cream, appeals to a broad demographic ranging from fitness enthusiasts to health-conscious individuals and those following specific dietary regimens.

Consumers worldwide have a growing awareness regarding the importance of protein in maintaining a balanced diet. Protein ice cream is a convenient and enjoyable way to supplement daily protein intake, catering to individuals looking to enhance their overall nutritional profile. The global surge in fitness and sports participation has significantly boosted demand for protein-enriched foods, including ice cream. Protein ice cream is increasingly recognized as a beneficial post-workout snack, aiding muscle repair and satiety due to its high protein content.

Manufacturers are continuously innovating to meet evolving consumer preferences.

This includes developing low-calorie, low-sugar variants, and dairy-free and vegan options to accommodate various dietary needs and preferences. Diverse flavor profiles, from classic favorites like chocolate and vanilla to exotic fruits and nut combinations, enhance market appeal and cater to varied tastes.

The accessibility of protein ice cream through diverse distribution channels such as hypermarkets, supermarkets, specialty stores, and online platforms significantly contributes to market growth. These channels offer extensive product varieties, promotional activities, and convenience, facilitating broader consumer access and choice.

Protein Ice Cream Market Report Highlights

Based on flavor, chocolate captured a significant 36.93% revenue share in 2023 due to its widespread appeal, offering both indulgent taste and nutritional benefits. Its versatility with various mix-ins enhances consumer appeal, leveraging its popularity from traditional ice cream to dominate the protein segment.

Based on protein content, ice creams with more than 10 grams of protein held a substantial 63.93% revenue share in 2023, driven by consumer demand for products supporting fitness and health goals. These high-protein options provide essential benefits like muscle recovery and satiety, appealing particularly to fitness enthusiasts and those adhering to specific dietary regimens.

The 125 ml - 250 ml pack size accounted for 46.09% of revenue in 2023, balancing portion control and convenience. Ideal for health-conscious consumers managing calorie and protein intake, this size caters to on-the-go lifestyles, offering cost-effectiveness and appealing to a wide range of consumers seeking nutritious and satisfying treats.

Hypermarkets and supermarkets accounted for 37.28% of protein ice cream sales in 2023 due to their wide variety of products, large stock volumes, and convenient shopping experiences. These retail channels cater effectively to both regular and

health-conscious consumers with their extensive reach and promotional activities

North America held a 44.51% revenue share in 2023, driven by advanced food infrastructure, strong health awareness, and supportive regulations. Dietary guidelines and nutritional labeling bolster consumer confidence in protein ice cream

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