

# **U.S. Creatine Market Size, Share & Trends Analysis Report By Ingredient (Creatine Monohydrate, Creatine Ethyl Ester, Creatine Hydrochloride), By Application (Dietary Supplements, Functional Food, Online), And Segment Forecasts, 2025 - 2030**

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## **Abstracts**

This report can be delivered to the clients within 4 Business Days

### **U.S. Creatine Market Size & Trends**

The U.S. creatine market size was estimated at USD 139.4 million in 2024 and is expected to grow at a CAGR of 25.1% from 2025 to 2030. This growth is attributable to the country's thriving fitness culture, which includes a large population of athletes, bodybuilders, and gym-goers, strongly driving demand for performance-enhancing supplements such as creatine. For instance, Americans consume over 4 million kilograms of creatine annually, reflecting widespread adoption across various age groups and fitness levels. This growth is supported by increasing health awareness and a shift toward self-care and preventive wellness, motivating consumers to incorporate scientifically validated supplements into their routines.

Furthermore, advancements in creatine formulations, such as micronized creatine that offers better absorption and fewer side effects, have broadened the product appeal beyond traditional users. The rise of personalized nutrition and plant-based creatine options also attracts diverse consumer segments, including vegans and older adults seeking muscle maintenance and cognitive health benefits. In addition, the expanding e-commerce sector in the U.S. facilitates convenient access to a wide range of creatine products, enabling direct-to-consumer sales and enhancing market penetration.

Moreover, strong endorsements by fitness influencers and professional athletes on social media platforms have significantly increased creatine's visibility and acceptance. This marketing influence, combined with growing scientific evidence supporting creatine's efficacy and safety, has helped normalize its use among recreational fitness enthusiasts and non-athletic populations. For instance, targeted campaigns promoting creatine's role in muscle recovery and cognitive function have expanded its appeal beyond bodybuilding circles, fueling sustained market growth amid competitive pressures from alternative supplements.

## U.S. Creatine Market Report Segmentation

This report forecasts revenue growth at the country level and provides an analysis of the latest industry trends in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the U.S. creatine market report based on ingredient, and application:

### Ingredient Outlook (Revenue, USD Million, 2018 - 2030)

Creatine Monohydrate

Creatine Ethyl Ester

Creatine Hydrochloride

Buffered Creatine

Liquid Creatine

Others

### Application Outlook (Revenue, USD Million, 2018 - 2030)

Dietary Supplements

Functional Food

Functional Beverages

Cosmetics & Personal Care

## **Companies Mentioned**

Allmax Nutrition  
Nutrex Research, Inc.  
MuscleTech  
WEIDER GLOBAL NUTRITION  
Glanbia PLC  
Ajinomoto Co., Inc.  
GNC Holdings, LLC  
The Hut Group (Myprotein)  
Tiens Group Co. Ltd.  
Alzchem Group AG

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