

U.S. Creatine Supplements Market Size, Share & Trends Analysis Report Form (Powder, Liquid, Capsules/Tablets, Others), By Distribution Channel (Hypermarkets, Pharmacy & Drug Stores, Online), And Segment Forecasts, 2025 - 2030

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Abstracts

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U.S. Creatine Supplements Market Trends

The U.S. creatine supplements market size was estimated at USD 419.4 million in 2024 and is projected to grow at a CAGR of 29.0% from 2025 to 2030. This growth is attributable to a combination of rising fitness awareness and the increasing adoption of performance-enhancing supplements.

The growing e-commerce sector has played a pivotal role in the market's rapid growth by improving product accessibility. Direct-to-consumer sales channels, supported by transparent labeling and third-party testing, have increased consumer trust and convenience. Major online platforms like Amazon and niche brands like Transparent Labs have capitalized on this trend by offering subscription models for high-quality creatine supplements. For instance, single-serving creatine powders available in convenience stores cater to on-the-go consumers, further driving impulse purchases.

Furthermore, regulatory developments have bolstered consumer confidence in the safety and efficacy of creatine supplements. The U.S. FDA's Dietary Supplement Ingredient Directory provides clear information on supplement ingredients, ensuring transparency and compliance with safety standards. This regulatory clarity has encouraged both established players and new entrants to innovate while maintaining

quality assurance. For instance, collaborations between supplement brands and sports organizations have amplified marketing efforts, effectively reaching target audiences such as athletes and wellness enthusiasts

U.S. Creatine Supplements 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 supplements market report based on form, and distribution channel:

Form Outlook (Revenue, USD Million, 2018 - 2030)

Powder

Liquid

Capsules/Tablets

Others

Distribution Channel Outlook (Revenue, USD Million, 2018 - 2030)

Hypermarkets & Supermarkets

Pharmacy & Drug Stores

Online

Others

Companies Mentioned

NutraBio

Allmax Nutrition

Nutrex Research, Inc.

Glanbia PLC

Weider Global Nutrition

MuscleTech
Weider Global Nutrition
GNC Holdings
Ajinomoto Co Inc
THG PLC Ordinary Share

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