

U.S. Sports Supplements Market Size, Share & Trends Analysis Report By Product (Capsules/Tablets, Powder, Liquid, Bars), By Source (Animal-based, Plant-based), By Distribution Channel, And Segment Forecasts, 2025 - 2033

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Abstracts

The U.S. sports supplements market size was estimated at USD 43.16 billion in 2024 and is projected to reach USD 86.74 billion by 2033, growing at a CAGR of 8.1% from 2025 to 2033. Many consumers aim to build strength, improve endurance, or manage weight, and supplements like protein powders, BCAAs, and pre-workout formulas provide targeted support for these goals. These products help enhance muscle growth, speed up post-workout recovery, and improve overall athletic performance, making them an essential part of the fitness routines for athletes, gym-goers, and active individuals. A 2024 study published in the Journal of the International Society of Sports Nutrition found that 68.3% of participants used supplements primarily to enhance sports performance, while 34.1% consumed them for general health reasons. Similarly, a 2021 National Institutes of Health survey of U.S. college athletes reported that 41.7% used protein products, 28.6% consumed energy drinks or shots, and 14% took creatine, highlighting the role of supplements in supporting muscle growth, recovery, and overall athletic performance.

Sports supplement consumption in the U.S. is increasingly tied to lifestyle fitness rather than professional athletics alone. The expansion of CrossFit, endurance running groups, and hybrid competition formats has widened supplement use among recreational athletes seeking structured recovery and performance support. Public data reinforces this shift. The National Institutes of Health (NIH), in a March 2024 athlete-focused survey, reported that 41.7% of U.S. college athletes used protein products, 28.6% consumed energy drinks or shots, and 14.0% reported creatine use, signalling

widespread reliance on sports nutrition as part of everyday training. This aligns with broader increases in household spending on personal fitness services reported by the U.S. Census Bureau, which has indirectly strengthened the pull-through demand for performance nutrition products sold via gyms and specialty channels.

Consumers are gravitating towards short ingredient lists, natural sweeteners, and transparent sourcing, especially for protein powders, BCAAs, and pre-workouts. Regulatory oversight is also contributing to this trend; the U.S. Food and Drug Administration continues to review health claims and label accuracy under DSHEA standards, pushing brands toward evidence-backed formulations. Certifications such as NSF Certified for Sport and Informed Choice have become particularly important for collegiate and semi-professional users who require doping-safe assurance. This emphasis on transparency mirrors feedback gathered in academic nutrition commentary published throughout 2023-2024, which notes a growing consumer expectation for cleaner performance products positioned between athletic training and general wellness.

E-commerce and creator-led content have emerged as core demand accelerators. Short-format training content on TikTok, YouTube coaching channels, and athlete-endorsed supplement stacks have significantly improved discoverability among first-time users. This trend has also supported international brand entry, for instance, Fixx Nutrition finalised a U.S. e-commerce partnership in July 2025 with The Feed, a specialist marketplace for endurance athletes, highlighting how U.S. digital demand is attracting overseas brands targeting recovery gels, carb mixes, and hydration formats. Direct-to-consumer subscription models are further increasing customer retention by pairing supplements with digital coaching, training trackers, and habit-based loyalty programs.

U.S. Sports Supplements Market Report Segmentation

This report forecasts revenue growth at regional & country levels and provides an analysis on the latest trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the U.S. sports supplements market on the basis of product, source, and distribution channel.

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

Capsules/Tablets

Powder

Liquid

Bar

Others

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

Animal-Based

Plant-Based

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

Hypermarkets & Supermarkets

Convenience Stores

Online

Others

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