

Protein Supplements Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global protein supplements market size reached US\$ 22.8 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 36.3 Billion by 2028, exhibiting a growth rate (CAGR) of 7.8% during 2023-2028.

Protein supplements refer to essential macronutrient dietary supplements, which are derived from various animal and plant-based sources, including wheat, poultry, pea, dairy, and soybean. It is a rich source of fiber, carbohydrates, and sodium, which assists in fueling energy, recovering from injury, improving metabolism, and promoting muscle growth. On account of these properties, protein supplements are extensively consumed by sport athletes and bodybuilders to meet specific nutritional goals. At present, they are commercially available in powder, bars, and ready-to-drink (RTD) beverage formats.

Protein Supplements Market Trends:

The widespread utilization of protein supplements in sports nutrition and the rising demand for weight management solutions represent the key factors primarily driving the market growth. This is further supported by the inflating disposable incomes, rising consumer expenditure on health and wellness, and the growing awareness amongst consumers regarding its various beneficial properties. In line with this, the steadily rising popularity of gym culture, along with the expanding enrollments or participation in various sports and fitness activities, such as aerobics and yoga, due to rising health consciousness and desire to lead an active and healthy lifestyle is acting as another growth-inducing factor. Additionally, the shifting inclination of consumers toward clean-label, plant-based protein supplements on account of the escalating concerns regarding animal welfare and the emerging trend of veganism is also propelling the market growth. Moreover, strategic collaborations amongst key players for launching innovative

product variants in different flavors and formats, including powder, ready-to-drink (RTD) and bar formats, along with their easy accessibility across several online and offline distribution channels, are contributing to the market growth. Apart from this, aggressive marketing tactics, such as celebrity and sports personality endorsements by brands, are creating a positive outlook for the market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global protein supplements market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on type, form, source, application and distribution channel.

Breakup by Type:

- Casein
- Whey Protein
- Egg Protein
- Soy Protein
- Others

Breakup by Form:

- Protein Powder
- Protein Bars
- Ready to Drink
- Others

Breakup by Source:

- Animal-Based
- Plant-Based

Breakup by Application:

- Sports Nutrition
- Functional Food

Breakup by Distribution Channel:

Supermarkets and Hypermarkets

Online Stores

Direct to Customers (DTC)

Others

Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Abbott Laboratories, Amway, Dymatize Enterprises LLC (BellRing Brands), Glanbia PLC, GNC Holdings Inc. (Harbin Pharmaceutical Group), Herbalife International of America Inc., Iovate Health Sciences Inc., Makers Nutrition LLC, Melaleuca Inc., Nestlé S.A, Quest Nutrition LLC (Atkins Nutritionals Holdings Inc.) and Weider Global Nutrition LLC.

Key Questions Answered in This Report

1. What was the size of the global protein supplements market in 2022?
2. What is the expected growth rate of the global protein supplements market during 2023-2028?
3. What has been the impact of COVID-19 on the global protein supplements market?
4. What are the key factors driving the global protein supplements market?
5. What is the breakup of the global protein supplements market based on the type?
6. What is the breakup of the global protein supplements market based on the form?
7. What is the breakup of the global protein supplements market based on the source?
8. What is the breakup of the global protein supplements market based on the application?
9. What is the breakup of the global protein supplements market based on the distribution channel?
10. What are the key regions in the global protein supplements market?
11. Who are the key players/companies in the global protein supplements market?

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