

# **Protein Supplements Market Report by Type (Casein, Whey Protein, Egg Protein, Soy Protein, and Others), Form (Protein Powder, Protein Bars, Ready to Drink, and Others), Source (Animal-Based, Plant-Based), Application (Sports Nutrition, Functional Food), Distribution Channel (Supermarkets and Hypermarkets, Online Stores, Direct to Customers (DTC), and Others), and Region 2024-2032**

<https://marketpublishers.com/r/P02357ABDEF0EN.html>

Date: March 2024

Pages: 147

Price: US\$ 3,899.00 (Single User License)

ID: P02357ABDEF0EN

## **Abstracts**

The global protein supplements market size reached US\$ 24.5 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 45.3 Billion by 2032, exhibiting a growth rate (CAGR) of 6.9% during 2024-2032. The increasing consumption of dietary supplements in daily routines, rising awareness about age related muscle loss, and the growing influence of social media influencers and celebrities are some of the major factors propelling the market.

Protein supplements are concentrated sources of protein derived from various sources, including whey, casein, soy, pea, or egg. They are commonly used by individuals focusing on increasing their protein intake for various reasons, including muscle building, weight management, or to meet every day dietary needs. They are produced through processes like extraction, purification, and drying, which results in powders, bars, or shakes. Protein supplements provide essential amino acids that the body needs for various functions, including muscle repair, immune support, and enzyme production. They offer convenient and quick protein intake, especially after workouts, aid in muscle recovery and support overall protein requirements, particularly for those with limited dietary options or specific fitness goals.

The increasing consumption of dietary supplements in daily routines for maintaining overall health is catalyzing the demand for protein supplements around the world. Moreover, the rising awareness about age related muscle loss and the importance of consuming protein for maintaining muscle mass is favoring the growth of the market. In addition, the growing influence of social media influencers and celebrities endorsing healthy lifestyles and products is influencing the market positively. Apart from this, the increasing adoption of a healthy and nutritious diet is contributing to the market growth. Furthermore, the rising participation in recreational sports, fitness, and athletic activities is bolstering the market growth.

#### Protein Supplements Market Trends/Drivers:

##### Increase in health and fitness awareness

As health consciousness is rising, individuals are seeking ways to achieve their fitness goals. Protein supplements provide a convenient source of essential amino acids crucial for muscle repair and growth. People are increasingly aware about the role protein plays in maintaining a healthy body composition and aiding weight management.

##### Rise in vegan and vegetarian lifestyles

The vegan and vegetarian population often faces challenges in obtaining adequate protein from plant-based diets alone. Protein supplements derived from sources like pea, soy, or rice offer a feasible solution, which caters to the dietary preferences of this growing demographic.

##### Growing change in lifestyles and dietary patterns

Modern lifestyles often lead to inadequate protein intake from regular diets. Protein supplements provide a quick and efficient solution for those with busy schedules or dietary restrictions. The shift towards plant-based diets has also boosted the demand for alternative protein sources, such as plant-based protein supplements.

#### Protein Supplements Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global protein supplements market report, along with forecasts at the global, regional and country levels from 2024-2032. 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

Whey protein dominates the market

The report has provided a detailed breakup and analysis of the market based on the type. This includes casein, whey protein, egg protein, soy protein, and others. According to the report, whey protein represented the largest segment. It is a fast-digesting protein derived from milk. It is rich in essential amino acids and quickly absorbed by the body, which makes it a popular choice for post-workout recovery. It is available in three main forms, including whey concentrate, whey isolate, and whey hydrolysate.

Casein is a slow-digesting protein derived from milk. It forms a gel-like consistency in the stomach, leading to a gradual release of amino acids into the bloodstream. This makes it an excellent option for sustained protein intake.

Soy protein is a plant-based protein source derived from soybeans. It is considered a complete protein, which contains all essential amino acids. It is particularly popular among vegetarians and vegans as an alternative to animal-based protein sources. It can also offer some potential health benefits due to its phytochemical content.

## Breakup by Form:

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

Protein powder holds the largest share in the market

A detailed breakup and analysis of the market based on the form has also been provided in the report. This includes protein powder, protein bars, ready to drink, and others. According to the report, protein powder accounted for the largest market share. It is a popular and versatile form of protein supplement. It is available in various types,

such as whey, casein, soy, and plant-based proteins. It is typically mixed with water, milk, or other liquids to create a protein-rich shake. It can be used as post-workout recovery shakes, meal replacements, or added to recipes like smoothies and baked goods.

Protein bars are convenient, portable options for getting protein on the go. They usually combine protein sources with carbohydrates, fats, and various flavors. They are available in a wide range of flavors and formulations, which cater to different dietary preferences. Protein bars are handy for a quick protein boost between meals or as a snack after a workout.

Ready to drink (RTD) protein supplements are pre-mixed liquid shakes that come in bottles or cans. They are a convenient option when you do not have the time or means to mix the protein powder. RTD protein beverages are often used as grab-and-go post-workout options or as a quick protein source.

#### Breakup by Source:

Animal-Based

Plant-Based

Animal-based dominates the market

The report has provided a detailed breakup and analysis of the market based on the source. This includes animal-based and plant-based. According to the report, animal-based represented the largest segment. Animal-based protein supplements are derived from animal sources, such as dairy (whey, casein), eggs, beef, chicken, and fish. They are usually complete proteins and contain all essential amino acids in adequate proportions. They are particularly popular among those looking to build muscle and recover after intense workouts due to their rich amino acid profiles.

Plant-based protein supplements are derived from plant sources, such as soy, pea, rice, hemp, and others. They are often sought after by vegetarians, vegans, and individuals with dairy or other animal-based protein allergies. They can also offer additional nutritional benefits like fiber and phytonutrients.

#### Breakup by Application:

Sports Nutrition

## Functional Food

### Sports nutrition dominates the market

The report has provided a detailed breakup and analysis of the market based on the application. This includes sports nutrition and functional food. According to the report, sports nutrition represented the largest segment. Protein supplements are widely used in sports nutrition to support athletic performance, muscle growth, and recovery. Athletes and active individuals often have increased protein needs to repair and build muscles after intense workouts. Protein supplements, such as protein shakes and bars, are convenient ways to meet these increased protein requirements. They can be consumed before or after exercise to enhance muscle recovery, reduce muscle breakdown, and promote muscle protein synthesis.

Protein supplements are also used as ingredients in functional foods, which are foods that provide additional health benefits beyond basic nutrition. These foods are designed to improve overall health, well-being, and even prevent certain health conditions. Protein-fortified foods, such as protein-enriched cereals, snacks, and beverages, can help individuals increase their protein intake without consuming traditional protein supplements. These functional foods cater to a wider audience by incorporating protein into everyday dietary choices.

### Breakup by Distribution Channel:

Supermarkets and Hypermarkets

Online Stores

Direct to Customers (DTC)

Others

### Online stores holds the largest share in the market

A detailed breakup and analysis of the market based on the distribution channel has also been provided in the report. This includes supermarkets and hypermarkets, online stores, direct to customers (DTC), and others. According to the report, online stores accounted for the largest market share. Protein supplements are widely available through online retailers and e-commerce platforms. Online stores offer a convenient way for consumers to explore a wide variety of brands and products from the comfort of their homes. Customers can compare prices, read reviews, and make purchases with ease. The online distribution channel also opens up access to a broader selection of

products that may not be available in local stores.

Protein supplements are commonly distributed through traditional retail channels, such as supermarkets and hypermarkets. These are brick-and-mortar stores where consumers can physically visit to purchase products. Protein supplements may be found in the health and wellness section, sports nutrition aisle, or as part of the dietary supplements category. This distribution channel provides convenience for shoppers who prefer to browse and purchase products in person.

#### 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

North America exhibits a clear dominance, accounting for the largest protein supplements market share

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America accounted for the largest market share.

The increasing awareness about the health benefits of consuming protein supplements represents one of the primary factors fueling the market growth in the North America region. Moreover, the rising health consciousness among the masses is bolstering the market growth in the region. Besides this, the growing purchase of protein supplement-based beverages and bakery products through online retail channels is influencing the market positively in the region.

#### Competitive Landscape:

The leading companies are using advanced biotechnology to create novel protein sources with improved nutritional profiles. This includes genetic modification of microorganisms or plants to produce proteins with enhanced amino acid compositions, allergen reduction, and increased digestibility. Moreover, product manufacturers are utilizing genetic testing, biomarker analysis, and artificial intelligence (AI)-driven algorithms to recommend specific protein blends and dosages tailored to the genetic makeup, fitness goals, and dietary preferences of an individual. They are also adopting the 3D printing technology to create customized protein bars and supplements. Consumers can select ingredients, flavors, and nutritional content to create products tailored to their specific needs. This allows for greater flexibility and personalization. Besides this, key players are adopting nanoencapsulation techniques to improve the solubility, stability, and absorption of protein supplements. Nano-sized particles can protect protein molecules from degradation, which ensures that they reach the bloodstream intact for optimal utilization.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

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.)  
Weider Global Nutrition LLC

#### Recent Developments:

In 2022, Dymatize Enterprises LLC (BellRing Brands) launched its new plant-based protein supplement named Complete Plant Protein, which is developed with vegan ingredients like soy protein that contains 25g of protein in every pack.

In 2021, Glanbia PLC brand Optimum Nutrition expanded its consumer in India to meet the growing demand for its products in the Indian market and further establish its global presence.

In 2020, Nestlé S.A acquired Vital Proteins, a Chicago-based manufacturer of collagen-based foods, beverages, and supplements.

#### Key Questions Answered in This Report

1. What was the size of the global protein supplements market in 2023?
2. What is the expected growth rate of the global protein supplements market during 2024-2032?
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?
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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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