

# **Ready-to-Drink Protein Beverages Market by Source (Whey, Casein, Soy, and Others), Type (Weight Management Drinks, Clinical Drinks, Energy Drinks, Juice Drinks, and Others), Packaging Type (Bottles, Cans, and Others), Distribution Channel (Supermarkets and Hypermarkets, Pharmacies/Drugstores, Specialist Stores, Online Stores, and Others), and Region 2024-2032**

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## **Abstracts**

The global ready-to-drink protein beverages market size reached US\$ 1.6 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 2.8 Billion by 2032, exhibiting a growth rate (CAGR) of 6.22% during 2024-2032. The increasing health awareness, rising fitness trends among the masses, changing consumer preferences and lifestyles, the introduction of innovative RTD protein beverages, and aggressive marketing and promotional campaign by product manufacturers are some of the major factors propelling the market.

Ready-to-drink (RTD) protein beverages refer to liquid nutritional supplements designed for convenient consumption. It is comprised of vitamins, minerals, carbohydrates, and proteins derived from whey, casein, soy, or plant-based sources. RTD protein beverages find extensive applications in post-workout recovery, meal replacement, weight management, nutritional support, and on-the-go snacking. It is a cost-effective and highly convenient product that provides a balanced nutrient profile, strengthens muscles, increases energy levels, and promotes overall health. It is also easily digestible and aids in saving time, increasing satiety, and meeting daily protein intake.

The introduction of innovative RTD protein beverages that caters to specific dietary needs and preferences, such as vegan, gluten-free, or low-sugar options, is propelling the market growth. Furthermore, the continuous development of new flavors and unique formulations, which makes beverages more appealing and satisfying to consumers, is positively influencing the market growth. Apart from this, the widespread product availability across various retail channels, such as supermarkets, health stores, and convenience stores, which enhances convenience and provides access to numerous branded options, is contributing to the market growth. Additionally, aggressive marketing and promotional campaigns by product manufacturers through celebrity endorsements, television (TV) commercials, and social media to improve brand visibility and increase awareness about the product offerings are strengthening the market growth. Other factors, including rapid urbanization, extensive research and development (R&D) activities, and growing demand for customized products, are anticipated to drive the market growth.

#### Ready-to-Drink Protein Beverages Market Trends/Drivers:

The increasing health awareness across the globe

The significant shift towards prioritizing personal health and well-being is one of the primary factors driving the RTD protein beverages market. People across various demographics are becoming more cognizant of the connection between diet and overall health. They are actively seeking products that can support their wellness goals and provide nutritional value. RTD protein beverages, being rich in essential proteins, vitamins, minerals, and other nutrients, align well with this health-conscious approach. Furthermore, the rise in educational campaigns about nutritional awareness, the dangers of obesity, and the importance of a balanced diet are further fueling the market growth. Additionally, the implementation of various government initiatives promoting healthy lifestyles is also contributing to the market growth. Moreover, the convenience that RTD protein beverages offer in meeting protein requirements is acting as another growth-inducing factor.

The rising fitness trend among the masses

The burgeoning fitness culture among the masses is a vital factor propelling the market growth. As more individuals engage in physical activities, including gym workouts, sports, and fitness routines, the demand for proper nutrition to support muscle recovery and growth has soared. Protein, being a key component in muscle development, has become a focal nutrient for fitness enthusiasts. In line with this, RTD protein beverages offer a quick and accessible source of protein that fits seamlessly into post-workout

routines and athletic training regimes. Furthermore, the emphasis on physical appearance, strength, and endurance in popular culture has created a robust connection between fitness and protein intake. Social media influencers, fitness trainers, and the broader fitness community often advocate for protein supplementation, which is further accelerating the demand for convenient protein sources, such as RTD protein beverages.

### The changing consumer preferences and lifestyles

The modern consumer's lifestyle is characterized by fast-paced schedules, multitasking, and an ever-increasing demand for time-saving solutions. This has led to the significant role of convenience and portability in the success of the RTD protein beverages market. These beverages provide an effortless way to consume essential nutrients without the need for preparation or cooking. Packaged in portable containers, they fit easily into daily routines, whether consumed on the way to work, after a workout, or during a quick lunch break. The convenience of having a nutritious, balanced meal in a single bottle resonates with both working professionals and busy individuals alike. Moreover, the diversity in packaging options ranging from single-serving bottles to larger family packs, allows for tailored choices based on individual needs.

### Ready-to-Drink Protein Beverages Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global ready-to-drink protein beverages market report, along with forecasts at the global, regional, and country levels from 2024-2032. Our report has categorized the market based on source, type, packaging type, and distribution channel.

### Breakup by Source:

- Whey
- Casein
- Soy
- Others

Whey dominates the market.

The report has provided a detailed breakup and analysis of the ready-to-drink protein beverages market based on the source. This includes whey, casein, soy, and others. According to the report, whey represented the largest market segment.

Whey is dominating the market as it contains all nine important amino acids, which makes it a complete protein source. This high-quality protein profile aids muscle growth and repair and is highly valued by athletes, bodybuilders, and health-conscious individuals. Furthermore, whey is quickly and easily digested and absorbed into the body, which makes it a preferred choice for post-workout recovery, as it supplies the muscles with essential nutrients promptly. Additionally, it offers a pleasant texture, neutral flavor, and smooth texture, which contributes to the palatability of RTD protein beverages.

#### Breakup by Type:

Weight Management Drinks

Clinical Drinks

Energy Drinks

Juice Drinks

Others

Energy drinks dominate the market.

The report has provided a detailed breakup and analysis of the ready-to-drink protein beverages market based on the type. This includes weight management drinks, clinical drinks, energy drinks, juice drinks, and others. According to the report, energy drinks represent the largest market segment.

Energy drinks are dominating the market as they offer a quick boost of energy and alertness due to various stimulants, such as caffeine and taurine. Furthermore, they are widely popular among active and health-conscious consumers who are seeking immediate energy enhancements. Additionally, the emerging fitness culture and on-the-go lifestyle are facilitating product demand to maintain energy levels and enhance user convenience. Moreover, the aggressive marketing strategies by product manufacturers through digital marketing and celebrity endorsements to attract more fitness enthusiast customers are positively influencing the market growth.

#### Breakup by Packaging Type:

Bottles

Cans

Others

Bottles dominate the market.

The report has provided a detailed breakup and analysis of the ready-to-drink protein beverages market based on the packaging type. This includes bottles, cans, and others. According to the report, bottles represented the largest market segment.

Bottles are dominating the market as they offer user-friendly, resealable packaging that's suitable for on-the-go consumption. Furthermore, the portable nature of bottles makes them a preferred choice for consumers leading active lifestyles, as they can be easily carried to the gym, office, or other outdoor activities. Additionally, they are available in various sizes, allowing manufacturers to cater to different consumer needs, from single servings to family-sized packages. Moreover, bottles are made of transparent materials, which allows consumers to see the product, thus contributing to its visual appeal.

Breakup by Distribution Channel:

Supermarkets and Hypermarkets

Pharmacies/Drugstores

Specialist Stores

Online Stores

Others

Supermarkets and hypermarkets dominate the market.

The report has provided a detailed breakup and analysis of the ready-to-drink protein beverages market based on the distribution channel. This includes supermarkets and hypermarkets, pharmacies/drugstores, specialist stores, online stores, and others. According to the report, supermarkets and hypermarkets represented the largest market segment.

Supermarkets and hypermarkets are dominating the market as they are ubiquitous in urban and suburban areas, thus providing a wide geographical reach. Furthermore, they offer a diverse selection of brands, flavors, and types of RTD protein beverages, which aids in attracting consumers with different preferences and dietary needs. Moreover, supermarkets and hypermarkets provide a one-stop shopping experience, which aids in enhancing consumer convenience. Additionally, they allow in-store promotions, special displays, and strategic product placements, which significantly influence purchasing decisions and provide an opportunity for brands to promote their products.

### Breakup by Region:

North America

United States

Canada

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

North America exhibits a clear dominance in the market, accounting for the largest ready-to-drink protein beverages market share

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

North America is witnessing significant demand for RTD protein beverages due to the

escalating awareness regarding the importance of protein and health-conscious eating among the masses. Furthermore, the growing expenditure capacities, which allow consumers to invest in premium health and wellness products, are boosting the market growth. Additionally, the presence of well-developed retail infrastructure in the region, including supermarkets, hypermarkets, and online platforms, which facilitates easy access and distribution of these beverages, is positively influencing the market growth. Moreover, rapid developments and product innovations in North America due to the presence of leading market players are contributing to the market growth. Along with this, the implementation of supportive policies by the regional government to encourage transparent labeling and responsible marketing is boosting the market growth.

#### Competitive Landscape:

The leading RTD protein beverages companies are continuously innovating to create new flavors, formulations, and specialized products catering to various dietary preferences and needs, such as vegan, keto-friendly, or low-sugar options. Furthermore, they are investing in strategic marketing and branding campaigns, including influencer partnerships, social media engagement, and targeted advertisements to create brand awareness and loyalty. Additionally, leading market players are implementing eco-friendly practices in packaging, sourcing, and manufacturing to promote sustainability and attract environmentally conscious consumers. Moreover, several key players are collaborating with various retail channels, including online platforms, supermarkets, fitness centers, and specialized health stores, to enhance their accessibility and reach. Besides this, leading companies are utilizing feedback, surveys, and interactive campaigns to engage with customers and develop tailored products.

The report has provided a comprehensive analysis of the competitive landscape in the global ready-to-drink protein beverages market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Abbott Laboratories  
Arla Foods amba  
Glanbia PLC  
GNC Holdings LLC  
Grenade (UK) Ltd (Mondelez International Inc.)  
Kellogg Company  
Koia  
Labrada Nutrition  
Nestl? S.A.



PepsiCo Inc.  
The Coca-Cola Company

### Recent Developments

In April 2023, Grenade (UK) Ltd (Mondelez International Inc.) launched its new chocolate salted caramel protein shake.

In November 2022, Arla Foods Amba launched its fermented protein drink as RTD beverage demand proliferates.

In June 2023, Optimum Nutrition "ON", a part of the Glanbia PLC launched its new gold standard RTD protein shake.

### Key Questions Answered in This Report

1. How big is the global ready-to-drink protein beverages market?
2. What is the expected growth rate of the global ready-to-drink protein beverages market during 2024-2032?
3. What are the key factors driving the global ready-to-drink protein beverages market?
4. What has been the impact of COVID-19 on the global ready-to-drink protein beverages market?
5. What is the breakup of the global ready-to-drink protein beverages market based on the source?
6. What is the breakup of the global ready-to-drink protein beverages market based on the type?
7. What is the breakup of the global ready-to-drink protein beverages market based on the packaging type?
8. What is the breakup of the global ready-to-drink protein beverages market based on the distribution channel?
9. What are the key regions in the global ready-to-drink protein beverages market?
10. Who are the key players/companies in the global ready-to-drink protein beverages market?



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