

Global Clear Plant Protein Powder Market Growth 2026-2032

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Abstracts

The global Clear Plant Protein Powder market size is predicted to grow from US\$ 103 million in 2025 to US\$ 268 million in 2032; it is expected to grow at a CAGR of 14.0% from 2026 to 2032.

Clear plant protein powder is a powdered protein supplement made primarily from hydrolyzed pea protein isolate, barley protein, plant protein peptides, or other soluble plant proteins, processed through acidification, filtration, enzymatic hydrolysis, flavor masking, and instant solubility system design. The estimated gross margin is approximately 52%.

Clear plant protein powder represents an upgraded segment of plant protein powders, with its value proposition not in simply increasing protein content, but in transforming the consumer experience from the 'heavy shake, powdery, strong bean taste' of traditional plant proteins to a lighter, juice- or sports drink-like consumption experience. It primarily targets vegan, dairy-free, weight management, and daily protein supplementation needs, and also benefits from the growth of clear protein beverages and GLP-1 user-driven muscle maintenance demand.

Currently, the product is still in the early education stage, with a market smaller than standard plant protein powders and clear whey protein powders. Growth is mainly driven by three factors: first, consumers' desire to supplement protein under low-sugar, low-fat, and low-calorie conditions; second, plant-based protein brands seeking better taste and consumption scenarios to differentiate from traditional powder products; third, sports nutrition channels, e-commerce subscriptions, and instant functional drink formats promoting trial of the new category.

The technical barrier for clear plant protein powder is higher than for ordinary plant protein powders, focusing on protein solubility, clarity, stability in acidic systems, and masking bitterness and astringency. In the short term, pea protein, hydrolyzed plant proteins, and blended protein systems will dominate. Premium products are likely to achieve a price premium through flavor systems, instant solubility processes, and functional additions. Overall, this category is not a mainstream replacement for plant protein powder, but a niche incremental market targeting light, high-frequency consumption and dairy-free consumers.

LP Information, Inc. (LPI) ' newest research report, the "Clear Plant Protein Powder Industry Forecast" looks at past sales and reviews total world Clear Plant Protein Powder sales in 2025, providing a comprehensive analysis by region and market sector of projected Clear Plant Protein Powder sales for 2026 through 2032. With Clear Plant Protein Powder sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Clear Plant Protein Powder industry.

This Insight Report provides a comprehensive analysis of the global Clear Plant Protein Powder landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Clear Plant Protein Powder portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Clear Plant Protein Powder market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Clear Plant Protein Powder and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Clear Plant Protein Powder.

This report presents a comprehensive overview, market shares, and growth opportunities of Clear Plant Protein Powder market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Pea Protein-Based

Barley Protein-Based

Soy Protein-Based

Mixed Plant Protein-Based

Other Plant Protein-Based

Segmentation by Protein Per Serving:

10-12 g Protein Per Serving

13-16 g Protein Per Serving

17-20 g Protein Per Serving

Above 20 g Protein Per Serving

Unspecified Protein Per Serving

Segmentation by Sugar and Sweetener:

Zero Sugar With High-Intensity Sweetener

No Added Sugar With Natural Sweetener

Low Sugar With Flavor System

Unsweetened or Unflavored

Other Sugar Profile

Segmentation by Functional Additives:

Protein-Only Formula

Electrolyte-Added Formula

Fiber or Prebiotic Formula

Vitamin or Amino Acid-Added Formula

Multi-Functional Formula

Other Functional Formula

Segmentation by Application:

Sports Nutrition and Recovery

Daily Protein Supplementation

Weight Management

Special Diet Nutrition

Other

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its

market penetration.

Myprotein

Optimum Nutrition

Bulk

PlantFusion

Sunwarrior

Be Amazing

AlpenPower

Applied Nutrition

Key Questions Addressed in this Report

What is the 10-year outlook for the global Clear Plant Protein Powder market?

What factors are driving Clear Plant Protein Powder market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Clear Plant Protein Powder market opportunities vary by end market size?

How does Clear Plant Protein Powder break out by Type, by Application?

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