

Global Clear Protein Beverage Market Growth 2026-2032

<https://marketpublishers.com/r/G575B12081C9EN.html>

Date: July 2026

Pages: 143

Price: US\$ 3,660.00 (Single User License)

ID: G575B12081C9EN

Abstracts

The global Clear Protein Beverage market size is predicted to grow from US\$ 1027 million in 2025 to US\$ 1841 million in 2032; it is expected to grow at a CAGR of 8.7% from 2026 to 2032.

Clear protein beverages are transparent or semi-transparent, water-like protein drinks formulated from protein isolates or hydrolysates such as whey protein, collagen peptides, or plant proteins. These proteins undergo processes like defatting, lactose reduction, enzymatic hydrolysis, or clarification to achieve a light, juice-like texture. The beverages are primarily used for daily protein supplementation, sports recovery, weight management, and muscle maintenance for GLP-1 medication users. The estimated gross margin is approximately 42%.

The growth of clear protein beverages is driven by the expansion of high-protein consumption from gym-goers to the broader health-conscious population. Compared with traditional creamy protein shakes, clear protein beverages emphasize low sugar, low fat, low calorie, and a refreshing, water-like mouthfeel, resembling functional waters, sports drinks, or fruit-flavored beverages. This positioning reduces consumption barriers in summer, post-exercise, or office scenarios. Whey protein isolate remains the mainstream protein source, while collagen peptides and plant proteins provide differentiation and dairy-free options.

Distribution growth is mainly concentrated in e-commerce subscriptions, fitness retail, convenience stores, and mainstream supermarkets. The protein supplementation and muscle maintenance demand driven by GLP-1 weight loss drugs continues to promote expansion of products with around 20g protein per serving, often including electrolytes or dietary fiber.

Key constraints include the cost of clarified whey protein, control of acidity and astringency, stability of carbonated formulations, and maintaining clarity at higher protein concentrations. In the mid-to-long term, brands are likely to evolve from single-function protein beverages to multi-functional products, such as protein+hydration, protein+digestive support, or protein+beauty, while avoiding homogenization with conventional functional drinks.

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

This Insight Report provides a comprehensive analysis of the global Clear Protein Beverage 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 Protein Beverage portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Clear Protein Beverage market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Clear Protein Beverage 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 Protein Beverage.

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

Segmentation by Type:

Ready-to-Drink Still Beverage

Ready-to-Drink Carbonated Beverage

Ready-to-Mix Bulk Powder

Ready-to-Mix Stick Pack

Segmentation by Protein Source:

Whey-Based Clear Protein

Collagen-Based Clear Protein

Plant-Based Clear Protein

Blended-Source Clear Protein

Other Protein Sources

Segmentation by Protein Content:

5?9g Protein

10?14g Protein

15?20g Protein

?21g Protein

Segmentation by Application:

Sports Recovery

Daily Protein Top-Up

Weight Management

GLP-1 Muscle Maintenance

Hydration Replenishment

Beauty Nutrition

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

Ready Nutrition

RYSE

Protein2o

PWR LIFT

Vieve

WOW Hydrate

BODIE*Z

Clean Simple Eats

SEEQ Supply

Bloom Nutrition

Isopure

GHOST

Oath Nutrition

PlantFusion

Naked Nutrition

Propel

Clever Protein

Meiji

Key Questions Addressed in this Report

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

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

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

How do Clear Protein Beverage market opportunities vary by end market size?

How does Clear Protein Beverage break out by Type, by Application?

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