

Global GLP-1 High Protein Nutrition Shake Market Growth 2026-2032

<https://marketpublishers.com/r/GC05EB0023A7EN.html>

Date: July 2026

Pages: 122

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

ID: GC05EB0023A7EN

Abstracts

The global GLP-1 High Protein Nutrition Shake market size is predicted to grow from US\$ 548 million in 2025 to US\$ 1514 million in 2032; it is expected to grow at a CAGR of 15.6% from 2026 to 2032.

GLP-1 high-protein nutritional shakes are protein-rich beverages targeted at individuals using GLP-1 weight-loss/anti-diabetic drugs or managing their weight. They are typically sold as ready-to-drink shakes, powdered mixes, fermented milk drinks, or combined nutrition solutions. Core formulations emphasize approximately 20-40 g protein per serving, lower sugar content, dietary fiber, and vitamins/minerals, intended to supplement protein and micronutrients when food intake is reduced, while supporting muscle maintenance during weight loss. Estimated gross margin is approximately 42%.

By 2025, GLP-1 high-protein nutritional shakes remain in the introductory to early rapid growth stage, with the primary market concentrated in the United States. Demand is driven by GLP-1 drug users seeking protein, fiber, and micronutrient supplementation as their appetite decreases. This category is not simply a relabeling of standard protein powders; it is a novel nutritional support product designed for 'small-volume, high-protein, low-sugar, easy-to-consume, meal-replacement or snack' scenarios.

Growth drivers include: 1) an expanding population of GLP-1 users who are increasingly concerned with muscle loss, insufficient protein intake, constipation, and nutritional imbalance during weight loss; 2) nutrition brands such as Abbott, Nestlé Health Science, Danone, Herbalife, and Huel repackaging mature protein beverages, meal replacements, and medical nutrition products into 'GLP-1 companion nutrition' scenarios, distributed via pharmacies, e-commerce subscriptions, retail ready-to-drink shelves, and dietitian recommendations. Compared with conventional fitness protein

powders, this category emphasizes the intersection of weight management and medical nutrition, allowing for higher consumer acceptance and average selling prices.

Future product segmentation is expected to expand from a single high-protein shake into variants for muscle maintenance, blood sugar control/low sugar, dietary fiber/digestive support, and medical nutrition management. Growth is projected to exceed ordinary protein beverages, though it may be constrained by regulatory labeling, GLP-1 marketing compliance, taste acceptance, and unclear boundaries with standard meal replacements.

LP Information, Inc. (LPI) ' newest research report, the "GLP-1 High Protein Nutrition Shake Industry Forecast" looks at past sales and reviews total world GLP-1 High Protein Nutrition Shake sales in 2025, providing a comprehensive analysis by region and market sector of projected GLP-1 High Protein Nutrition Shake sales for 2026 through 2032. With GLP-1 High Protein Nutrition Shake sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world GLP-1 High Protein Nutrition Shake industry.

This Insight Report provides a comprehensive analysis of the global GLP-1 High Protein Nutrition Shake 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 GLP-1 High Protein Nutrition Shake portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global GLP-1 High Protein Nutrition Shake market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for GLP-1 High Protein Nutrition Shake 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 GLP-1 High Protein Nutrition Shake.

This report presents a comprehensive overview, market shares, and growth opportunities of GLP-1 High Protein Nutrition Shake market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Ready-to-Drink Nutrition Shake

Powder Shake Mix

Cultured Dairy Drink

Freshly Blended Smoothie

Nutrition Companion Bundle

Segmentation by Protein Source:

Dairy Protein

Plant Protein

Dairy and Plant Protein Blend

Collagen/Peptide-Fortified Protein

Other Protein Source

Segmentation by Protein Content:

15-19g Protein/Serving

20-24g Protein/Serving

25-29g Protein/Serving

30g and Above Protein/Serving

Segmentation by Application:

Calorie-Controlled Meal Replacement

Muscle Maintenance Protein Support

Medical Recovery Nutrition Support

Convenient Daily Protein Supplementation

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.

Abbott

Nestl? Health Science

Danone

Herbalife

Orgain

Huel

Atkins

SlimFast

Fairlife

Premier Protein

The Vitamin Shoppe

Smoothie King

Key Questions Addressed in this Report

What is the 10-year outlook for the global GLP-1 High Protein Nutrition Shake market?

What factors are driving GLP-1 High Protein Nutrition Shake market growth, globally and by region?

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

How do GLP-1 High Protein Nutrition Shake market opportunities vary by end market size?

How does GLP-1 High Protein Nutrition Shake break out by Type, by Application?

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