

Bone Broth Protein Powder Market Forecasts to 2034 – Global Analysis By Source (Chicken, Beef, Turkey and Other Sources), Form, Flavour, Distribution Channel, Application and By Geography

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Abstracts

According to Statistics MRC, the Global Bone Broth Protein Powder Market is accounted for \$91.29 million in 2026 and is expected to reach \$194.28 million by 2034 growing at a CAGR of 9.9% during the forecast period. Bone Broth Protein Powder has gained popularity as a nutritional supplement derived from simmered bones and connective tissues, typically sourced from animals like chicken, beef, or fish. This powdered form of bone broth offers a concentrated and convenient way to incorporate the health benefits of traditional bone broth into modern diets. Rich in collagen, amino acids, and minerals, bone broth protein powder is recognized for promoting joint health, supporting skin elasticity, and aiding digestive function.

Market Dynamics:

Driver:

Increasing consumer awareness and a growing emphasis on health and wellness

As individuals become more health-conscious, there is a heightened demand for products that offer holistic nutritional benefits, and bone broth protein powder aligns with this trend. Recognized for its nutrient-rich composition, including collagen, amino acids, and minerals, it addresses the evolving preferences of consumers seeking natural and functional foods. Furthermore the emphasis on health and wellness has prompted consumers to explore dietary choices that support joint health, skin elasticity, and overall well-being has gained popularity among those looking for clean-label, protein-

rich options boosting the market growth.

Restraint:

Lack of comprehensive scientific evidence

Skepticism among consumers and healthcare professionals arises due to the limited number of well-designed clinical studies supporting the claimed health benefits of bone broth protein powder. The absence of robust scientific validation hinders the product's credibility, potentially impeding widespread acceptance within mainstream healthcare practices. Moreover, the lack of scientific backing may limit the product's endorsement by healthcare professionals, affecting its integration into nutritional recommendations hamper the market growth.

Opportunity:

Global trend toward high-protein diets, particularly among fitness enthusiasts

As consumers increasingly recognize the importance of protein for muscle development, satiety, and overall well-being, bone broth protein powder has gained popularity as a natural and nutrient-rich protein source. The demand is further accentuated by the convenience of incorporating the powder into various fitness-oriented dietary plans. This alignment with the high-protein trend underscores bone broth protein powder's role in meeting the nutritional needs of individuals seeking effective and natural ways to enhance their health and fitness goals encouraging the market growth.

Threat:

Allergies or dietary restrictions

Individuals with specific dietary needs, such as allergies to common sources like beef or chicken, may be limited in their ability to use bone broth protein powder derived from these ingredients. This constraint reduces the potential consumer base and can lead to a perception that the product is not inclusive. Moreover, as dietary preferences diversify, particularly with the rise of plant-based and allergen-free alternatives, bone broth protein powder faces competition from products catering to a broader range of dietary restrictions.

Covid-19 Impact

While the demand for health and wellness products has remained strong, disruptions in the supply chain, manufacturing, and distribution have affected the market. Lockdowns, social distancing measures, and economic uncertainties led to shifts in consumer behavior, influencing purchasing patterns. However, challenges such as supply chain disruptions, changes in consumer spending priorities, and production constraints have posed hurdles for market players.

The chicken segment is expected to be the largest during the forecast period

The chicken segment is estimated to have a lucrative growth, because chicken bone broth protein powder offers a rich source of essential nutrients, including collagen, amino acids, and minerals, contributing to joint health, skin, and overall well-being. The addition of chicken flavour appeals to consumers seeking diverse taste options and complements various recipes and applications. The versatility of chicken bone broth protein powder contributes to its popularity, making it a significant factor in shaping consumer choices and market trends within the broader health and wellness industry driving the market.

The nutraceuticals segment is expected to have the highest CAGR during the forecast period

The nutraceuticals segment is anticipated to witness the highest CAGR growth during the forecast period, owing the demand for bone broth protein powder has been significantly impacted by the growing trend of incorporating functional and health-promoting ingredients into daily diets. Nutraceuticals often fortified with vitamins, minerals, and other bioactive compounds, synergize with bone broth protein powder to enhance its nutritional profile. As nutraceuticals continue to gain popularity for their potential preventive and therapeutic properties, the Bone Broth Protein Powder Market benefits from a broader consumer base growing the market.

Region with largest share:

Asia Pacific is projected to hold the largest market share during the forecast period owing to the factors such as the growing fitness and wellness trend, a rising focus on natural and organic products, and the demand for clean-label protein supplements contribute to the market expansion. Additionally, the diverse culinary traditions across Asia Pacific countries, where bone broth is a staple in many cuisines, further propel the

market.

Region with highest CAGR:

North America is projected to have the highest CAGR over the forecast period, owing to increasing consumer awareness of health and wellness, demand for clean-label and natural products, and the rising popularity of high-protein diets. Bone broth protein powder, derived from simmered bones and connective tissues, is rich in nutrients like collagen, amino acids, and minerals, offering potential benefits for joint health, skin, and gut function. Additionally, factors like the expansion of e-commerce platforms and a focus on product innovation contribute to the market's continued growth.

Key players in the market

Some of the key players in the Bone Broth Protein Powder Market include Ancient Nutrition, Organixx, Organika Health Products, Overwaita Food Group Limited, Organisource, Believe Supplements, Zenwise Health, NOW Health Group Inc., Perfect Supplements LLC, Left Coast Performance, Paleo Pro LLC, Bonafide Provisions, LLC, Vitality Vitamins, LLC., Broth and Co, Nutraholics, SunFed Ranch, BRI Nutrition LLC, Renovatio Nutrition, Viva Deo LLC and Barebones Ventures, LLC

Key Developments:

In October 2023, Ancient Nutrition Launches World's First Regenerative Organic Certified® Nutritional Supplement Formulas. This revolutionary line encompasses 16 products in the probiotics, herbal functional mushroom categories, achieving Regenerative Organic Certified® (ROC™), USDA Organic, and Non-GMO status.

In October 2023, Organika Unveils Exciting New Food Truck in Toronto, Bringing Innovative Health Delights to the Community! This exciting addition to the city's vibrant scene will showcase Organika's latest breakthroughs, including Canada's #1 and Most Trusted collagen powder, revitalizing electrolytes, and delicious spirulina offerings that redefine health for all.

In September 2022, Ancient Nutrition Achieves Regenerative Organic Certified™ Status on Its Farms. With this monumental certification, Ancient Nutrition, through the company's R.A.N.C.H Project?, will direct the strategy and operations on the first ever ROC farms in their respective states.

Sources Covered:

Chicken

Beef

Turkey

Other Sources

Forms Covered:

Conventional

Organic

Flavours Covered:

Regular

Herb

Chocolate

Coffee

Other Flavours

Distribution Channel Covered:

Specialty Stores

Hypermarkets/Supermarkets

Sports Nutrition Stores

Online Retailers

Applications Covered:

Dietary Supplement

Nutraceuticals

Sports Nutrition

Other Applications

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

Bone Broth Protein Powder Market Forecasts to 2034 – Global Analysis By Source (Chicken, Beef, Turkey and Othe...

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2023, 2024, 2025, 2026, 2027, 2028, 2030, 3032 and 2034
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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