

# **Nutrition Powder Market Forecasts to 2032 – Global Analysis By Product Type (Protein Powders, Meal Replacement Powders, Weight Gain Powders, Weight Loss Powders and Hydration Powders), Packaging Type (Canisters, Sachets, Tubs, Bottles and Eco-Friendly Packaging), Source, Distribution Channel, Application and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Nutrition Powder Market is accounted for \$27.27 billion in 2025 and is expected to reach \$50.18 billion by 2032 growing at a CAGR of 9.1% during the forecast period. Nutrition powder is a dietary supplement designed to provide essential vitamins, minerals, proteins, and other nutrients that may be lacking in a regular diet. It is widely accessible in powdered form, either flavored or unflavored, and can be easily consumed by mixing it with milk, water, or smoothies. These powders support muscle growth, improve digestion, increase energy, and improve general wellness, among other health objectives. Moreover, nutrition powders are a convenient way to maintain balanced nutrition in today's fast-paced lifestyle, and they are popular among athletes, working professionals, and people with particular dietary needs.

According to the U.S. National Institutes of Health (NIH), athletes may benefit from protein intakes of 1.2 to 2.0 g/kg body weight per day—well above the standard 0.8 g/kg RDA—especially to support muscle repair and metabolic adaptations.

Market Dynamics:

Driver:

## Increasing knowledge of lifestyle diseases and health

Customers are actively looking for products that promote long-term wellness and immunity as public awareness of nutrition and health issues grows, particularly in the wake of the COVID-19 pandemic. A common way to address nutrient deficiencies and support health objectives like energy levels, digestion, and weight management is by using nutrition powders, which are frequently fortified with proteins, vitamins, minerals, and antioxidants. Increased use of these supplements in daily routines is being driven by consumers' adoption of preventive health measures in response to the growing prevalence of non-communicable diseases, including type 2 diabetes, hypertension, and obesity.

### Restraint:

#### Concerns about adulteration and product authenticity

The market has seen an increase in fake or tainted goods as a result of the rising demand for nutrition powders. Products with deceptive labels, inaccurate nutritional data, dangerous fillers, or prohibited substances have been the subject of numerous reports. These actions damage consumer confidence in trustworthy brands in addition to posing a health risk. Moreover, black-market or gray-market goods may be in circulation in unregulated or inadequately monitored markets, which makes this especially worrisome. Some products' absence of third-party testing or certifications increases consumer skepticism and impedes market expansion.

### Opportunity:

#### Developments in hybrid and functional nutrition powders

The market for multipurpose nutrition powders that provide more than just protein or essential vitamins is expanding. Products supporting immunity, cognitive function, digestion, sleep, skin health, and stress reduction are sought after by consumers. Hybrid formulations that combine proteins with adaptogens (such as ashwagandha), nootropics, probiotics, fiber, collagen, or botanical extracts have become popular as a result. Additionally, the market for functional nutrition powders has grown beyond fitness enthusiasts to include general consumers who are concerned with their general well-being.

### Threat:

#### Increasing market saturation and vigorous rivalry

Due to the introduction of multiple national and international brands as well as private labels, the market for nutrition powder has become extremely saturated. Price wars have gotten more intense as a result, profit margins have decreased, and differentiation has become more challenging. Established players' dominance is being challenged by newcomers who use influencer partnerships and aggressive internet marketing. Customer loyalty is therefore brittle, and in order for brands to remain relevant, they must constantly innovate and make marketing investments. A significant danger to long-term growth and brand equity is overcrowding in key markets like protein powders, meal replacements, and weight-loss products.

### Covid-19 Impact:

The market for nutrition powder benefited greatly from the COVID-19 pandemic as consumers worldwide became more proactive and health-conscious about preserving wellness and boosting immunity. Increased demand for protein powders, immune-boosting supplements, and vitamin- and mineral-rich functional blends resulted from growing awareness of the importance of nutrition in preventing disease. Exercise at home increased as a result of lockdowns and restrictions on outdoor activities, which increased the demand for fitness-focused nutrition powders. Furthermore, these products were made easily accessible by the move to e-commerce, which sped up their adoption among different customer segments.

The protein powders segment is expected to be the largest during the forecast period

The protein powders segment is expected to account for the largest market share during the forecast period, motivated by their extensive use by a variety of consumer segments, such as athletes, fitness enthusiasts, the elderly, and people with long-term medical conditions. For muscle growth, repair, and general well-being, these powders are a quick and efficient way to get high-quality protein. A wide range of dietary preferences and requirements are met by protein powders, which come in different forms like whey, casein, and plant-based alternatives. Moreover, their adaptability, simplicity of use, and health benefits supported by science has made them a mainstay in both general dietary supplementation and sports nutrition.

The online retail segment is expected to have the highest CAGR during the forecast

period

Over the forecast period, the online retail segment is predicted to witness the highest growth rate because of the quick digitization of consumer buying patterns. Access to a large range of brands and formulations, as well as the ease of perusing, evaluating, and buying products from the comfort of one's own home, have contributed to this expansion. Additionally, online platforms facilitate subscription-based models, tailored marketing, and direct-to-consumer (DTC) tactics that improve customer engagement. Furthermore, reliance on e-commerce grew dramatically during the COVID-19 pandemic, which further supported the move away from traditional retail. Digital health tools, user reviews, and influencer marketing have all contributed to the growth in popularity and confidence of online nutrition powder purchases.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, driven by a well-established fitness culture, high consumer awareness, and the broad use of dietary supplements. Leading nutrition brands are well-represented in the area, along with cutting-edge retail facilities and supportive regulatory environments for supplement use. The need for protein and functional powders has increased due to growing health issues like diabetes, obesity, and muscle loss in older populations. Additionally, the growing popularity of plant-based and clean-label products, as well as the integration of digital health and the growth of e-commerce, reinforces market dominance in the United States and Canada, positioning North America as the regional leader.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, driven by growing consumer health consciousness, rising disposable incomes, and fast urbanization. The need for dietary supplements, such as protein, meal replacements, and functional powders, is increasing in nations like China, India, and Japan as a result of shifting lifestyles and an increase in the prevalence of lifestyle diseases. Government programs tackling malnutrition and preventive healthcare, as well as the growth of fitness facilities and e-commerce, all contribute to the market's expansion. Furthermore, the growing demand for powders containing traditional and plant-based ingredients is encouraging innovation and uptake, making Asia-Pacific the region with the fastest rate of growth.

## Key players in the market

Some of the key players in Nutrition Powder Market include Arla Foods Ingredients Group P/S, NOW Foods, Meiji Holdings Co., Ltd., Abbott Laboratories, Dymatize Inc, Yakult Honsha Co., Ltd., Nestle S.A., MyProtein (The Hut Group), Fonterra Cooperative Group Limited, Beingmate Group, True Nutrition Inc, Yili Group, Amway Corporation, Glanbia Plc, Danone S.A. and Transparent Labs Inc.

## Key Developments:

In May 2025, Nestle SA has made a financial investment in India-based pet food company, Drools Pet Food Private Limited, marking its first such investment in the country. Under this agreement, Nestle S.A will pick up a minority stake in Drools for an undisclosed amount. This comes at a time when Drool is positioning itself as a global pet food brand with Indian roots.

In December 2024, Abbott Laboratories and DexCom they have reached an agreement to settle all patent disputes between them related to continuous glucose monitoring devices. The agreement will dismiss all pending cases in courts and patent offices worldwide, along with a provision preventing legal action between the companies for patent and appearance disputes for the next 10 years.

In April 2024, Arla Foods Ingredients has reached an agreement to acquire Volac's Whey Nutrition business. The UK-based Volac group specialises in turning whey into ingredients for sports nutrition, with by-products being sold for food and animal nutrition. At its heart is its whey processing facility in Felinfach in Wales.

## Product Types Covered:

Protein Powders

Meal Replacement Powders

Weight Gain Powders

Weight Loss Powders

Hydration Powders

**Packaging Types Covered:**

Canisters

Sachets

Tubs

Bottles

Eco-Friendly Packaging

**Sources Covered:**

Plant-Based

Animal-Based

Mixed

Organic/Non-GMO

**Distribution Channels Covered:**

Online Retail

Health and Fitness Stores

Supermarkets and Hypermarkets

Pharmacies

Specialty/Affiliate Distribution

**Applications Covered:**

Sports Nutrition

Weight Management

Clinical Nutrition

Healthy Aging

Functional and Preventative Health

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:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032

- 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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