

Ready-to-Drink (RTD) Protein Beverages Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Energy Beverages, Juice Beverages, Protein Shakes, Plant-Based Milk Beverages, Weight Management Beverages, Clinical Beverages, Others), By Packaging Type (Bottles, Cans, Others), By Source (Whey, Casein, Soy, Plant-Based, Others), By Distribution Channel (Supermarkets/Hypermarkets, Pharmacies & Drugstores, Specialist Stores, Online, Others), By Region & Competition, 2021-2031F

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Abstracts

The Global Ready-to-Drink (RTD) Protein Beverages Market is projected to experience substantial expansion, increasing from a valuation of USD 1.98 Billion in 2025 to USD 3.08 Billion by 2031, reflecting a Compound Annual Growth Rate (CAGR) of 7.64%. These beverages are characterized as pre-mixed liquid nutritional supplements that deliver high protein content without the need for preparation, offering immediate utility for consumers. The primary factors propelling this growth include an intensifying demand for convenient, portable nutritional solutions and a growing global focus on health and fitness that prioritizes effective post-exercise recovery. These drivers are not merely temporary fads but represent a fundamental transformation in consumer lifestyles toward sustained wellness and efficient time management.

However, the industry encounters significant obstacles regarding elevated raw material costs and intricate supply chain logistics, which threaten profit margins and retail pricing

stability. Despite these economic pressures, consumer interest remains robust and continues to rise, as indicated by industry statistics demonstrating the expanding importance of protein in active nutrition. For instance, the Council for Responsible Nutrition reported in 2024 that the usage of sports nutrition products among consumers in the United States climbed to 45 percent, with protein maintaining its position as the dominant supplement within the category.

Market Driver

Rising participation in sports, gym activities, and general physical fitness has fundamentally transformed the market, shifting protein beverages from niche bodybuilding supplements to essential mainstream active nutrition products. Consumers are increasingly incorporating ready-to-drink options into their daily regimens to facilitate muscle recovery and sustain energy levels, expanding the customer base to include casual fitness enthusiasts who value accessible, performance-driven nutrition. This trend is evidenced by strong category momentum; according to BellRing Brands, the ready-to-drink shake segment grew by 16 percent during the third quarter of 2025. Similarly, Glanbia's November 2025 interim statement noted that their Performance Nutrition division delivered strong results, with the Optimum Nutrition brand achieving double-digit volume growth.

Simultaneously, the rapid proliferation of plant-based and vegan product lines is acting as a major catalyst for market diversification. Manufacturers are aggressively innovating with alternative protein sources such as pea, soy, and oat to appeal to flexitarians and environmentally conscious buyers who require lactose-free options. These new formulations are designed to meet the demand for sustainable consumption while successfully addressing historical limitations regarding taste and texture. Reflecting this shift, production capacity for plant-derived beverages is scaling quickly; SunOpta's third-quarter fiscal 2025 results reported a 16.8 percent revenue increase to \$205.4 million, a surge driven largely by heavy volume growth in plant-based beverages.

Market Challenge

The Global Ready-to-Drink (RTD) Protein Beverages Market is currently facing a critical barrier in the form of soaring raw material prices and persistent supply chain complexities. These economic strains create a volatile environment where manufacturers see profit margins erode, necessitating difficult trade-offs between absorbing these costs or passing them on to price-sensitive consumers. As the price of essential ingredients like whey isolates, casein, and plant proteins escalates, the cost of

goods sold rises correspondingly, directly jeopardizing the affordability that makes these convenient products attractive to a mass market.

This inflationary climate significantly impacts production viability and strategic growth. Data from the Food and Drink Federation indicates that in 2024, total production costs for food and beverage manufacturers increased by 9.2 percent compared to the previous year. Such a sharp rise in operational expenses limits the capacity of brands to fund new product development or execute aggressive marketing campaigns. Consequently, the sector experiences a deceleration in volume growth, as higher retail prices may discourage casual consumers, thereby restricting the industry's ability to fully capitalize on the expanding interest in active nutrition.

Market Trends

The emergence of specialized product lines catering to users of GLP-1 medications is fundamentally altering the market landscape, as manufacturers pivot to address the specific nutritional needs associated with weight-loss drugs such as Ozempic and Wegovy. Because these treatments often suppress appetite and can lead to muscle mass reduction, there is an urgent demand for nutrient-dense, high-protein beverages that support muscle maintenance without adding excessive calories. Brands are responding by repositioning existing high-protein portfolios or introducing dedicated 'companion' products enriched with fiber and micronutrients to alleviate side effects. This strategic alignment is delivering measurable financial success; a May 2025 report by Food Dive noted that sales of Oikos protein shakes rose by 15 percent, with the brand explicitly identified as a beneficiary of the uptick in GLP-1 medication usage.

Concurrently, the development of clinical nutrition beverages designed for seniors is gaining traction, driven by an aging global population seeking to manage sarcopenia and age-related health conditions. Unlike the sports nutrition segment which targets athletic performance and hypertrophy, this trend prioritizes medical efficacy, digestibility, and comprehensive nutritional balance to support longevity and independence in older adults. Companies are increasingly investing in formulations that combine high-quality protein with specialized ingredients like HMB (beta-hydroxy beta-methylbutyrate) to preserve lean body mass in clinical settings. This focus on healthy aging is translating into sustained revenue growth; Abbott's third-quarter 2025 results revealed a 5.8 percent increase in global Adult Nutrition sales, led primarily by strong demand for the Ensure brand.

Key Market Players

Ultimate Sports Nutrition

QNT SA

Bolthouse Farms, Inc.

Huel Limited

Upbeat Drinks Ltd

UFIT High Protein Drinks

KrUger Group

Grenade [UK] Limited

Nestle

Danone S.A.

Report Scope

In this report, the Global Ready-to-Drink (RTD) Protein Beverages Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Ready-to-Drink (RTD) Protein Beverages Market, By Type

Energy Beverages

Juice Beverages

Protein Shakes

Plant-Based Milk Beverages

Weight Management Beverages

Clinical Beverages

Others

Ready-to-Drink (RTD) Protein Beverages Market, By Packaging Type

Bottles

Cans

Others

Ready-to-Drink (RTD) Protein Beverages Market, By Source

Whey

Casein

Soy

Plant-Based

Others

Ready-to-Drink (RTD) Protein Beverages Market, By Distribution Channel

Supermarkets/Hypermarkets

Pharmacies & Drugstores

Specialist Stores

Online

Others

Ready-to-Drink (RTD) Protein Beverages Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Ready-to-Drink (RTD) Protein Beverages Market.

Available Customizations:

Global Ready-to-Drink (RTD) Protein Beverages Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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