

Animal Based Protein Supplements Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028 Segmented By Raw Material (Whey, Casein, Egg, Fish, Others), By Product (Protein Powder, Protein Bars, Ready-to-Drink, Others), By Distribution Channel (Supermarkets/ Hypermarkets, Online Stores, Chemist/ Drugstores, Specialty Stores, Others), By Application (Sports Nutrition, Functional Food), By Region, By Competition Forecast & Opportunities, 2018-2028F

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Abstracts

Global Animal Based Protein Supplements Market has valued at USD 13.75 billion in 2022 and is anticipated to project impressive growth in the forecast period with a CAGR of 5.50% through 2028. The global animal-based protein supplements market is a rapidly growing sector within the broader dietary supplement industry. These products are designed to provide additional protein intake from animal sources, such as whey, casein, collagen, and others, to support muscle growth, recovery, and overall health.

Key Market Drivers

Increasing Health and Wellness Awareness

In an era where health and wellness have taken center stage, it's no surprise that the global animal-based protein supplements market is experiencing unprecedented growth. As consumers become increasingly health-conscious and proactive about their

well-being, they are turning to dietary supplements, particularly those derived from animal sources like whey, casein, and collagen, to meet their nutritional needs. Health and wellness have evolved from mere buzzwords into lifestyle choices that shape consumers' daily routines. People are not just seeking to avoid illness; they are actively pursuing healthier and more balanced lives. This overarching shift in mindset is a fundamental driver of the global animal-based protein supplements market. Protein is crucial for muscle repair, growth, and maintenance. As more people engage in fitness and exercise, they are turning to protein supplements to optimize their workouts and support muscle health. Protein can aid in weight management by promoting satiety and reducing overall calorie intake. Many individuals are using protein supplements as part of their weight loss or maintenance strategies. With a growing aging population, maintaining muscle mass and bone health becomes paramount. Protein supplements, particularly animal-based ones, are viewed as a vital tool in preserving physical function and mobility in older adults. Modern diets often fall short of meeting recommended protein intake levels. As people become more educated about their nutritional needs, they realize that supplementation is a practical way to bridge these dietary gaps. Animal-based protein supplements offer a convenient and efficient means of ensuring adequate protein intake. The fitness industry has witnessed an exponential rise in popularity, with more people adopting active lifestyles and engaging in sports and exercise. Athletes, bodybuilders, and fitness enthusiasts have specific protein requirements to optimize their performance and recovery. These demographics form a significant part of the animal-based protein supplement market. Today's fast-paced lifestyles leave little time for meal preparation and planning. Animal-based protein supplements offer a quick and hassle-free way to incorporate high-quality protein into daily diets. They are portable, easy to consume, and require no cooking or preparation. Animal-based protein sources like whey and collagen are known for their excellent amino acid profiles and bioavailability. Consumers often have confidence in these sources, believing they offer superior nutritional value compared to plant-based alternatives.

Growing Fitness and Sports Nutrition Trends

The global animal-based protein supplements market is riding high on a wave of fitness and sports nutrition trends that are sweeping across the globe. As more individuals embrace active lifestyles and prioritize their health and fitness goals, the demand for protein-rich supplements, sourced from animals like whey, casein, and collagen, has surged. Fitness and sports nutrition have transcended niche markets to become mainstream phenomena. Whether its professional athletes seeking to optimize their performance or everyday fitness enthusiasts working to achieve their goals, the role of nutrition, particularly protein, cannot be underestimated. Protein is the cornerstone of

muscle growth, repair, and recovery. Athletes and fitness enthusiasts are well aware of this fact, and they have been increasingly turning to protein supplements to meet their elevated dietary needs. Animal-based protein supplements, with their superior amino acid profiles and bioavailability, have become the go-to choice for those looking to boost performance and enhance recovery. The desire for a sculpted, lean physique has driven many individuals to adopt regular exercise routines. Whether it's for bodybuilding, toning, or weight management, protein plays a vital role in achieving these goals. Protein supplements, especially those derived from animal sources, offer a convenient way to maintain or increase muscle mass while controlling calorie intake. Intense workouts can lead to muscle soreness and fatigue. Protein supplements are valued for their ability to expedite recovery and reduce muscle damage. Athletes and fitness enthusiasts often consume protein supplements immediately after workouts to aid in muscle repair and minimize the time needed for recuperation. Many fitness enthusiasts follow specialized diets such as the high-protein, low-carb regimen of the ketogenic diet or the paleo diet. Animal-based protein supplements align well with these dietary choices, providing a reliable source of protein without the added carbohydrates and sugars often found in plant-based alternatives. The popularity of sports participation and organized athletic events has soared in recent years. From marathons and triathlons to obstacle courses and CrossFit competitions, athletes of all levels are looking for ways to enhance their performance and endurance. Protein supplements are seen as a means to gain a competitive edge and maintain energy levels during intense physical activities.

Aging Population and Muscle Maintenance

The global animal-based protein supplements market is experiencing a surge in demand driven by two significant factors: an aging population and the increased recognition of the importance of muscle maintenance for healthy aging. As individuals around the world grow older and seek ways to maintain their vitality, protein supplements sourced from animals like whey, casein, and collagen are playing a pivotal role in supporting their health and well-being. Across the globe, populations are aging at an unprecedented rate. The aging demographic is no longer limited to Western countries; it's a global phenomenon. As individuals reach their senior years, they face unique health challenges, including the risk of muscle loss, frailty, and diminished bone density. This has created a substantial market for products that can help mitigate these issues. Muscle maintenance and strength are critical aspects of healthy aging. Maintaining muscle mass and function not only supports mobility but also reduces the risk of falls and fractures in older adults. Protein, especially high-quality animal-based protein, is crucial for preserving and repairing muscle tissue. Animal-based protein supplements, such as whey and collagen, are renowned for their excellent amino acid

profiles and high bioavailability. These properties make them ideal for older adults looking to maximize their protein intake efficiently. Many seniors face challenges with meal preparation, appetite, or digestion. Animal-based protein supplements provide a convenient and easy-to-digest source of protein. They can be consumed in various forms, including shakes, powders, or capsules, making them accessible to older adults with different dietary preferences and requirements. Collagen, a common animal-based protein source, also plays a crucial role in joint and bone health. As individuals age, maintaining the health of their connective tissues becomes increasingly important. Collagen supplements are believed to support joint flexibility and reduce the risk of conditions like osteoarthritis. By supporting muscle maintenance, animal-based protein supplements contribute to an improved quality of life for older adults. Maintaining muscle strength and function can help seniors stay active, independent, and engaged in their communities. Many older adults struggle to meet their daily protein requirements through diet alone. Animal-based protein supplements offer a practical solution to fill these dietary gaps and ensure that seniors receive adequate nutrition.

Efficacy and Performance Benefits

The global animal-based protein supplements market is experiencing a significant surge in demand, largely driven by the undeniable efficacy and performance benefits these products offer. As consumers worldwide seek ways to optimize their workouts, recover faster, and achieve their fitness goals, protein supplements sourced from animals, such as whey, casein, and collagen, have taken center stage. Animal-based protein supplements are celebrated for their exceptional amino acid profiles, particularly in proteins like whey and casein. These profiles include all essential amino acids, which are the building blocks of muscle tissue. This completeness ensures that the body has the necessary resources to effectively repair and build muscles. The rapid absorption of animal-based proteins is another key advantage. Whey protein, for example, is known for its quick digestion and absorption, making it an ideal choice for post-workout recovery. Athletes and fitness enthusiasts value this efficiency, as it allows them to maximize the benefits of their training sessions. Animal-based protein supplements, when consumed strategically, can stimulate muscle protein synthesis more effectively than some other protein sources. This anabolic effect helps individuals optimize their muscle growth and recovery, making these supplements especially attractive to those looking to build lean muscle mass. Protein supplements, sourced from animals, provide a source of sustained energy that can be tapped into during workouts. Athletes and active individuals rely on this steady energy supply to power through demanding physical activities, ultimately improving their performance. Animal-based protein supplements can help reduce muscle fatigue and the perception of effort during

exercise. This means that individuals can train harder and longer, pushing their limits and improving their overall athletic performance. Post-exercise recovery is a critical aspect of any fitness regimen. Animal-based protein supplements, with their rapid absorption and muscle repair properties, help individuals recover more quickly after intense workouts. This reduced recovery time allows for more frequent and productive training sessions. Achieving specific body composition goals, such as muscle gain or fat loss, often requires careful attention to nutrition. Animal-based protein supplements are prized for their ability to support these goals, helping individuals achieve the physique they desire.

Key Market Challenges

Regulatory Complexity

One of the most significant challenges faced by the animal-based protein supplements market is the complexity of regulations governing dietary supplements. Regulations vary from country to country, making it challenging for manufacturers to navigate the global marketplace while ensuring compliance with various standards. This complexity can result in delays, increased compliance costs, and limited market access.

Sustainability and Ethical Concerns

Growing environmental and ethical concerns related to animal agriculture pose a challenge for the animal-based protein supplements market. Consumers are increasingly conscious of the environmental impact and animal welfare issues associated with traditional livestock farming. This has led to a rise in interest in alternative protein sources, such as plant-based and insect-based proteins.

Competition from Plant-Based Alternatives

The rise of plant-based protein supplements and dietary choices presents a formidable challenge for animal-based protein supplements. Plant-based protein supplements have gained popularity among consumers looking for vegetarian or vegan alternatives. These products are often marketed as environmentally friendly and cruelty-free.

Allergen Concerns

Protein supplements, particularly those derived from animals like whey, can trigger allergies in some individuals. This presents a challenge in marketing these products to a

wider audience, as allergen labeling, and potential cross-contamination issues need to be carefully managed.

Key Market Trends

Sustainability and Ethical Sourcing

The drive for sustainability and ethical sourcing practices is gaining momentum across industries, including dietary supplements. Consumers are increasingly concerned about the environmental impact and ethical considerations associated with animal agriculture. In response, manufacturers are exploring sustainable sourcing methods and transparent supply chains. This trend will likely lead to the emergence of products with eco-friendly and cruelty-free credentials, appealing to conscious consumers.

Novel Protein Sources

While traditional animal-based protein supplements have been derived from sources like whey, casein, and collagen, the market is witnessing a surge in interest in novel protein sources. These include proteins from insects, microorganisms, and even cultured animal cells. These alternative proteins offer sustainability benefits and are gaining recognition for their nutritional value, opening new opportunities for product innovation.

Customized Formulations

Consumer demands for personalized nutrition solutions are growing. Companies are responding by offering customized formulations tailored to individual goals and dietary preferences. Whether its protein powders are designed for muscle gain, weight loss, or specific dietary needs, customization will play a significant role in the future of the animal-based protein supplements market.

Enhanced Bioavailability

Enhanced bioavailability is a key focus in product development. Manufacturers are exploring innovative delivery systems and formulations to improve the absorption and utilization of protein supplements. This can include microencapsulation, nanoemulsions, and other technologies designed to enhance nutrient bioavailability, making products more effective and efficient.

Segmental Insights

Raw Material Insights

Based on the category of Raw Material, whey protein dominated the market in 2022, holding the largest share of revenue. The growing occurrence of chronic illnesses due to lifestyle changes, particularly among millennials, is a significant driver for the adoption of protein-rich diets. This trend is expected to boost the demand for whey protein in the foreseeable future.

The demand for egg proteins in sports nutrition applications is projected to rise due to increased consumption of high-protein foods and a growing focus on fitness among consumers. Furthermore, the presence of essential nutrients like selenium, zinc, and vitamins B2, D, and B6 in eggs is anticipated to contribute to market growth in the coming years.

Fish proteins are expected to experience increased demand in the sports nutrition sector due to their rapid absorption, which promotes the development of lean muscle mass. Additionally, these proteins are likely to be sought after for their potential to mitigate the effects of hypertension in consumers. Fish proteins are also finding their way into functional foods, as they are believed to have benefits such as reducing wrinkles, promoting stronger hair, and enhancing skin elasticity. Moreover, fish protein supplements may play a role in preventing heart attacks and other cardiovascular diseases, making them appealing to a broad customer base.

Product Insights

Based on the category of Product, protein powder emerged as the dominant force in the market in 2022. Concerns among consumers about their daily protein intake, combined with the ease and versatility of protein powders for making shakes or blending them into various foods to cater to different tastes, are poised to drive the demand for this product.

Convenience stands out as a prominent driver behind the growing popularity of Ready-to-Drink (RTD) protein supplements among consumers, particularly working professionals seeking on-the-go solutions due to reduced cooking at home. The RTD segment is anticipated to experience the most rapid growth during the forecast period, thanks to the increasing recognition of these products as meal replacements.

The demand for RTD protein supplements derived from animal sources is also expected to surge, propelled by factors such as heightened awareness of healthy living and the proliferation of health and fitness centers. Manufacturers' endeavors to offer animal-based protein supplements in user-friendly formats to attract customers are poised to further stimulate market growth.

Regional Insights

In 2022, North America secured the largest share of revenue, primarily due to the region's strong consumer awareness regarding the protein content found in animal-based supplements and a dedicated focus on leading healthier, more active lifestyles. The prevalence of e-commerce platforms as significant sales channels has also played a substantial role in contributing to the region's dominant market share for these supplements.

Europe exhibits a substantial consumption of animal-based protein supplements, driven by consumer awareness regarding the connection between proper nutrition and regular exercise. Additionally, the region benefits from high disposable incomes and readily available raw materials, creating favorable conditions for market growth.

In Asia Pacific, changing lifestyles, increasing urbanization, and evolving dietary preferences among consumers have resulted in a growing demand for nutritious food products. This trend is expected to drive market growth. Moreover, there is a positive outlook regarding the consumption of functional foods due to the rising incidence of cardiovascular diseases and the proliferation of weight management programs, further stimulating market expansion.

Furthermore, the market is benefiting from an increase in physical activity levels and the growing consumption of protein and energy supplements. Advancements in nutrition science, food technology, and innovations in the development of healthier ingredients are also anticipated to boost product demand in the region throughout the forecast period.

Key Market Players

Glanbia PLC

AMCO Proteins

Quest Nutrition LLC

NOW Foods

Bountiful Co/The

MusclePharm Corp

Abbott Laboratories Inc

Iovate Health Sciences International Inc

Transparent Labs

Woodbolt Distribution LLC

Report Scope:

In this report, the Global Animal Based Protein Supplements Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Animal Based Protein Supplements Market, By Raw Material:

Whey

Casein

Egg

Fish

Others

Animal Based Protein Supplements Market, By Product:

Protein Powder

Protein Bars

Ready-to-Drink

Others

Animal Based Protein Supplements Market, By Distribution Channel:

Supermarkets/ Hypermarkets

Online Stores

Chemist/ Drugstores

Specialty Stores

Others

Animal Based Protein Supplements Market, By Application:

Sports Nutrition

Functional Food

Animal Based Protein Supplements Market, By Region:

North America

United States

Canada

Mexico

Europe

Germany

United Kingdom

France

Italy

Spain

Asia-Pacific

China

Japan

India

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Animal Based Protein Supplements Market.

Available Customizations:

Global Animal Based Protein Supplements market report with the given market data, Tech Sci 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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