

Plant Based Protein Supplements Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028 Segmented By Raw Material (Soy, Spirulina, Pumpkin Seed, Wheat, Hemp, Rice, Pea, Others), By Product (Protein Powder, Protein Bars, Ready to Drink, Others), By Application (Sports Nutrition, Functional Food), By Distribution Channel (Supermarkets & Hypermarkets, Online Stores, Direct to Customers (DTC), Others), By Region, By Competition Forecast & Opportunities, 2018-2028F

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Abstracts

Global Plant Based Protein Supplements Market has valued at USD 2.61 billion in 2022 and is anticipated to project impressive growth in the forecast period with a CAGR of 7.33% through 2028. The market's growth can be attributed to the increasing awareness among consumers regarding the nutritional benefits of plant-based products, such as their high amino acid content and low sodium levels. Consumers' preferences for plant-based protein supplements have shifted due to concerns about food safety, ethical considerations, food allergies, and a growing adoption of veganism to combat animal cruelty. Additionally, the rising demand for environmentally friendly protein sources has contributed to the market's expansion. The COVID-19 pandemic had a moderate impact on the plant-based protein supplements market. During the pandemic, there was a notable increase in the demand for plant-based foods, with retail sales of these products experiencing a 35% surge in March and April 2020, as indicated by a survey conducted by the Plant-Based Foods Association.

Key Market Drivers

Rising Vegan and Vegetarian Populations

In recent years, the global plant-based protein supplements market has experienced a significant surge in demand, and one of the key drivers behind this growth is the rising number of vegans and vegetarians worldwide. As people increasingly embrace plant-based diets for ethical, environmental, and health reasons, they are turning to plant-based protein supplements to meet their nutritional needs. Many individuals choose vegan and vegetarian lifestyles out of concern for animal welfare. They seek alternatives to animal-based products to reduce harm to animals and promote more compassionate choices. The impact of animal agriculture on the environment is a growing concern. As people become more conscious of climate change and sustainability, they are turning to plant-based diets as a way to reduce their carbon footprint and limit deforestation associated with livestock farming. A growing body of research supports the health benefits of plant-based diets. Individuals are adopting vegan and vegetarian diets to reduce the risk of chronic diseases, manage their weight, and improve overall well-being. The internet and social media have made it easier for individuals to access information about plant-based lifestyles, including recipes, nutritional guides, and success stories, inspiring more people to make the switch. Vegan and vegetarian diets can sometimes lack certain essential nutrients, especially protein. Plant-based protein supplements offer a convenient and effective way for individuals to ensure they are getting an adequate protein intake. Plant-based protein supplements come in various forms, including powders, bars, and shakes, providing consumers with a wide range of options to incorporate into their daily diets. This variety makes it easier for individuals to maintain a balanced and satisfying plant-based lifestyle. Vegans and vegetarians engaged in sports and fitness activities often require higher protein intake to support muscle growth and recovery. Plant-based protein supplements offer a valuable solution for this demographic, helping them achieve their fitness goals without compromising their dietary choices. Plant-based protein supplements are convenient for people with busy lifestyles. They can be easily carried to work, the gym, or while traveling, ensuring that individuals can maintain their plant-based diets even in challenging circumstances. The growing vegan and vegetarian populations represent a substantial market for plant-based protein supplements. As more people embrace these dietary choices, the demand for innovative and high-quality products is expected to continue rising. This trend is not limited to specific regions but is truly global, offering significant growth potential for the industry. Manufacturers in the plant-based protein supplement market are responding to this demand by developing new and improved products, enhancing taste profiles, and ensuring the nutritional

adequacy of their offerings. Additionally, the inclusion of various plant-based protein sources, such as pea, soy, rice, and hemp protein, caters to different consumer preferences.

Athlete and Fitness Enthusiast Adoptions

The global plant-based protein supplements market is experiencing an unprecedented surge in growth, and one of the driving forces behind this remarkable expansion is the increasing adoption of plant-based diets by athletes and fitness enthusiasts. As this health-conscious demographic recognizes the benefits of plant-based nutrition for optimizing performance and recovery, the demand for plant-based protein supplements is skyrocketing. Athletes and fitness enthusiasts have traditionally relied on animal-based protein sources such as whey and casein for muscle growth and recovery. However, a paradigm shift is underway as this demographic becomes more conscious of their dietary choices. Several factors are contributing to the growing adoption of plant-based diets among athletes and fitness enthusiasts. Athletes are increasingly recognizing the health benefits of plant-based diets. These diets are typically lower in saturated fats and cholesterol, which can contribute to improved cardiovascular health and overall well-being. Reduced inflammation and faster recovery times are also touted benefits of plant-based nutrition, making it an attractive choice for those in physically demanding pursuits. Many athletes and fitness enthusiasts are environmentally conscious and choose plant-based diets to reduce their carbon footprint. The agricultural impact of plant-based protein sources is often lower than that of animal-based sources, aligning with sustainability goals. A significant number of athletes and fitness enthusiasts are driven by ethical concerns for animals. They opt for plant-based diets to avoid contributing to the harm associated with factory farming and animal agriculture. Plant-based diets are known for their fiber content, which supports digestive health. Athletes may find that these diets help alleviate gastrointestinal discomfort during strenuous exercise. Protein is essential for muscle repair and growth, making it a cornerstone of sports nutrition. Plant-based protein supplements, derived from sources like peas, hemp, or rice, offer athletes the protein they need to enhance their performance and recover effectively. Plant-based protein supplements are designed to provide a comprehensive spectrum of essential amino acids, including branched-chain amino acids (BCAAs), which are crucial for muscle repair and overall physical function. Many athletes prefer plant-based protein supplements because they align with their clean and sustainable lifestyle choices. These supplements are often free from artificial additives and genetically modified organisms (GMOs), appealing to health-conscious consumers. Plant-based protein supplements are available in various formats, including powders, shakes, and bars, providing athletes with convenient options for refueling and

recovery, whether they are at home, the gym, or on the go. The adoption of plant-based diets by athletes and fitness enthusiasts is a significant market opportunity for plant-based protein supplement manufacturers. As this demographic continues to prioritize health, ethics, sustainability, and performance, the demand for innovative and high-quality plant-based protein products is set to rise. Manufacturers are responding to this demand by developing new flavors, enhancing product palatability, and conducting research to validate the effectiveness of plant-based protein supplements in sports nutrition. Furthermore, plant-based protein supplements are increasingly integrated into the offerings of sports nutrition brands and endorsed by professional athletes, further solidifying their presence in the market.

Retail Expansion and E-commerce Growth

The global plant-based protein supplements market is experiencing robust growth, and a significant contributing factor is the expansion of retail distribution channels and the rapid rise of e-commerce platforms. These twin trends have made plant-based protein supplements more accessible than ever, appealing to a broad consumer base seeking healthier, sustainable dietary options. The inclusion of plant-based protein supplements in mainstream supermarkets and grocery stores has played a pivotal role in making these products more accessible to the general public. Consumers can now find a wide range of options alongside traditional protein products. Health-conscious consumers often turn to pharmacies and specialized health stores for dietary supplements. The presence of plant-based protein supplements in these outlets has expanded their reach to individuals looking for convenient, health-focused options. The availability of plant-based protein supplements in convenience stores has further expanded their accessibility. These on-the-go options cater to consumers seeking quick and healthy nutrition in busy lifestyles. Stores specializing in fitness and sports nutrition have embraced plant-based protein supplements, catering to athletes and fitness enthusiasts looking for high-quality protein sources. E-commerce platforms offer a vast selection of plant-based protein supplements from various brands. Consumers can explore and compare different products, read reviews, and make informed choices from the comfort of their homes. Online shopping allows consumers to purchase plant-based protein supplements 24/7, eliminating the need for physical store visits. This convenience appeals to busy individuals who prioritize health and nutrition. E-commerce platforms transcend geographical boundaries, allowing consumers worldwide to access a diverse range of plant-based protein supplements. This global reach has contributed to the international growth of the market. Many e-commerce platforms offer subscription services for plant-based protein supplements, enabling consumers to receive their favorite products on a regular schedule. This convenience fosters customer loyalty and

recurring sales.

Environmental and Sustainability Concerns

In recent years, a profound shift in consumer values and priorities has had a significant impact on the global food industry. Environmental and sustainability concerns have become central drivers of consumer choices, leading to a surge in demand for plant-based diets and, consequently, plant-based protein supplements. In recent years, a profound shift in consumer values and priorities has had a significant impact on the global food industry. Environmental and sustainability concerns have become central drivers of consumer choices, leading to a surge in demand for plant-based diets and, consequently, plant-based protein supplements. Plant-based diets are often associated with a significantly lower carbon footprint compared to diets rich in animal products. Plant-based protein supplements, sourced from crops like peas, soy, and hemp, require fewer resources and produce fewer emissions in their production. This aligns with the global push for reducing carbon emissions and combating climate change. Animal agriculture is notoriously water-intensive, requiring vast amounts of water to raise livestock and grow animal feed. In contrast, plant-based protein supplements are generally less water-intensive, contributing to water conservation efforts. This resonates with consumers concerned about water scarcity. The efficient use of land is another critical consideration in the context of sustainability. Plant-based protein sources typically require less land than animal agriculture, allowing for more efficient land utilization and potentially reducing the pressure on forests and natural habitats. Large-scale animal farming often involves deforestation and habitat destruction, which can lead to the loss of biodiversity. Consumers concerned about preserving ecosystems and protecting endangered species are more likely to choose plant-based diets and supplements that support these goals. Plant-based protein supplements, when compared to animal-derived alternatives, can contribute to waste reduction in several ways. They often have longer shelf lives and produce fewer by-products or waste materials during manufacturing.

Key Market Challenges

Taste and Texture

One of the most significant challenges facing plant-based protein supplements is replicating the taste and texture of animal-derived products. Consumers often have strong preferences for the flavors and mouthfeel associated with traditional protein sources, making it crucial for plant-based options to match or surpass these sensory

aspects.

Nutritional Profile

While plant-based protein supplements are known for their environmental and health benefits, they can sometimes fall short in providing a complete nutritional profile. Meeting consumers' demands for essential amino acids, vitamins, and minerals is essential to compete with animal-based counterparts.

Allergen Concerns

Common plant-based protein sources, such as soy and nuts, can be allergenic for some individuals. Manufacturers must develop allergen-free options to cater to a broader consumer base.

Cost and Price Competitiveness

Producing high-quality plant-based protein supplements can be costlier than traditional protein sources, impacting the final retail price. Ensuring affordability is crucial to attract a wide range of consumers.

Key Market Trends

Personalized Nutrition

Consumers are increasingly seeking personalized nutrition solutions that cater to their unique dietary needs and preferences. Plant-based protein supplement manufacturers are likely to offer more customized products, allowing consumers to choose specific ingredients, flavors, and nutritional profiles to suit their individual requirements.

Innovative Ingredients

To enhance the appeal of plant-based protein supplements, manufacturers are continually exploring novel ingredients. Expect to see an increased use of innovative protein sources, such as algae, fungi, and even cellular agriculture, to diversify product offerings and improve nutritional profiles.

Plant-Based Sports Nutrition

Athletes and fitness enthusiasts are turning to plant-based diets for their performance benefits and ethical considerations. The market for plant-based protein supplements tailored to this demographic is set to expand further, with products designed to support muscle growth, endurance, and recovery.

Expansion into Emerging Markets

The plant-based protein supplements market is no longer confined to Western countries. Emerging markets in Asia, Latin America, and Africa are showing increased interest in plant-based diets. Manufacturers will target these regions by offering products tailored to local tastes and preferences.

Segmental Insights

Raw Material Insights

Based on the category of Raw Material, the soy protein segment took the lead in the market and secured the largest portion of revenue in 2022. This dominance can be attributed to the increasing preference for soy protein as a plant-based protein source. Additionally, the inclusion of ingredients like glutamine and BCAAs, which aid in muscle recovery and swift absorption, has contributed to the segment's growth. Moreover, soy proteins have shown benefits in promoting bone health, enhancing immune function, and reducing the risk of cardiovascular disease. With growing awareness of lactose intolerance and glutamic disorders in developed markets like the U.S. and Germany, there is expected to be a surge in demand for soy-based protein supplements in the foreseeable future.

In the category of raw materials, pea protein is anticipated to experience substantial growth with a noteworthy CAGR during the projected period. This surge is primarily due to its increasing popularity among various consumer groups, including vegans, individuals with dairy and egg allergies, and vegetarians. Furthermore, pea protein is hypoallergenic, devoid of gluten, cholesterol, and fat since it is derived from green peas. This characteristic attracts a wider customer base. Pea proteins find application in the production of various protein supplements such as energy drinks, shakes, powders, and smoothies, and are regarded as high-quality protein sources with a rich iron content.

Product Insights

The protein powder category has taken a commanding position in the market, capturing

the largest share of revenue. This is mainly attributed to its versatility in various applications and its integration into sectors like food and beverages. The expansion of the protein powder segment is influenced by factors such as widespread distribution, the growing online sales channel, and the emergence of numerous brands from key industry players like The Nature's Bounty Co., Iovate Health Sciences International Inc., and Glanbia PLC.

Protein bars are expected to exhibit significant growth with an impressive CAGR in the forecast period. This growth is driven by the broad acceptance of protein bars among consumers due to their convenience for on-the-go consumption. Protein bars play a crucial role in supporting muscle development and enhancing protein synthesis. The demanding lifestyles that leave little time for preparing balanced and nutritious meals have spurred the demand for convenient, portable snack options with nutritional benefits. Moreover, the instant energy and nutritional value provided by protein bars are projected to fuel the growth of this segment.

Regional Insights

In 2022, North America emerged as the dominant region in the plant-based protein supplements market, capturing the largest market share. Furthermore, it is expected to experience an impressive CAGR from 2023 to 2030. This growth can be attributed to the substantial demand for sports nutrition products, particularly in countries like the United States and Canada. Additionally, the strong presence of key market players and the ready availability of raw materials are expected to drive market expansion. An illustrative example of this is the Canadian federal government's investment proposal of USD 74 million in Merit Functional Foods, a local company specializing in plant-based proteins, which was put forth in June 2020. This initiative aimed to meet the rising demand for plant-based products within the country.

Looking ahead, the Asia Pacific region is projected to exhibit significant growth at a substantial CAGR during the forecast period. This growth is propelled by health-conscious consumers in developing countries across Asia Pacific, leading to increased consumption of these products. Notably, countries such as Indonesia, India, and China have witnessed a dramatic surge in the consumption of plant-based supplements, contributing to the market's expansion. As consumers in these countries experience increased purchasing power and as various brands become more widely accessible, plant-based supplements are expected to gain even greater popularity.

Key Market Players

Glanbia PLC

AMCO Proteins

Quest Nutrition LLC

NOW Foods

Bountiful Co/The

MusclePharm Corporation

Abbott Laboratories

Iovate Health Sciences International Inc

Transparent Labs

Woodbolt Distribution LLC

Report Scope:

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

Plant Based Protein Supplements Market, By Raw Material:

Soy

Spirulina

Pumpkin Seed

Wheat

Hemp

Rice

Pea

Others

Plant Based Protein Supplements Market, By Product:

Protein Powder

Protein Bars

Ready to Drink

Others

Plant Based Protein Supplements Market, By Application:

Sports Nutrition

Functional Food

Plant Based Protein Supplements Market, By Distribution Channel:

Supermarkets & Hypermarkets

Online Stores

Direct to Customers (DTC)

Others

Plant 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 Plant Based Protein Supplements Market.

Available Customizations:

Global Plant 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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15. STRATEGIC RECOMMENDATIONS

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