

Protein Based Sports Drinks Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Packaging Type (Metal Can, PET Bottles), By Sales Channel (Supermarket/Hypermarket, Convenience Stores, Online, Others), By Region & Competition, 2020-2030F

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Abstracts

Market Overview

Global Protein Based Sports Drinks Market was valued at USD 3.85 billion in 2024 and is expected to grow to USD 5.69 billion by 2030 with a CAGR of 6.78% during the forecast period. The global protein-based sports drinks market is experiencing robust growth, fueled by rising health awareness, the increasing popularity of fitness activities, and a shift toward active lifestyles. These drinks are formulated to support muscle recovery, improve performance, and enhance endurance, making them particularly popular among athletes and fitness enthusiasts. The market is also witnessing innovation, with brands offering a wide range of protein types, such as whey, plant-based, and soy protein, to cater to diverse consumer preferences. As consumers become more conscious of their nutritional needs, protein-based sports drinks are gaining traction, particularly in regions with growing health trends.

Key Market Drivers

Increasing Health Consciousness and Active Lifestyles

The growing awareness about health and fitness is one of the primary drivers of the global protein-based sports drinks market. Consumers are increasingly becoming

mindful of their physical well-being, which has led to a surge in demand for products that promote better health, energy, and fitness outcomes. This trend is particularly evident among millennials and Gen Z, who are highly invested in maintaining active and healthy lifestyles. According to the International Health, Racquet & Sportsclub Association (IHRSA), global gym memberships grew by 5% in 2023, demonstrating increased engagement in fitness activities. With rising concerns about obesity, diabetes, and cardiovascular diseases, people are increasingly seeking ways to enhance their physical performance, build muscle, and improve overall health.

Protein-based sports drinks are seen as a quick and effective way to fuel workouts and promote muscle recovery. These beverages, which contain essential nutrients like protein, carbohydrates, and electrolytes, support muscle repair and replenishment after physical exertion. As more individuals join fitness clubs, engage in outdoor activities, and embrace healthier lifestyles, the demand for such products continues to rise. Furthermore, the proliferation of fitness apps, wellness blogs, and online workout communities has also contributed to a widespread adoption of protein supplements, further fueling the market's growth.

Key Market Challenges

High Competition and Market Saturation

One of the significant challenges in the global protein-based sports drinks market is the intense competition and market saturation. The growing popularity of fitness and wellness has attracted numerous brands, from established players to emerging startups, leading to an overcrowded market. With a wide variety of protein-based drinks available—ranging from whey protein to plant-based alternatives—consumers are often overwhelmed by the sheer number of choices, which can make it difficult for new or smaller brands to stand out.

Big-name brands with strong customer loyalty, such as Gatorade, Muscle Milk, and Optimum Nutrition, dominate much of the market, leaving limited space for newer entrants. Additionally, many brands are focusing on similar product offerings, which reduces differentiation and intensifies price competition. This makes it harder for companies to maintain profit margins, especially when they face pressures to lower prices in order to remain competitive.

Key Market Trends

Rise of Plant-Based Proteins

One of the most significant trends in the global protein-based sports drinks market is the increasing demand for plant-based proteins. With the growing popularity of vegan, vegetarian, and flexitarian diets, consumers are actively seeking protein sources that align with their dietary preferences and ethical values. According to the Plant Based Foods Association (PBFA), U.S. plant-based food sales grew by 27% in 2023, with protein products making up a substantial share. Plant-based proteins, such as pea, soy, hemp, and brown rice, are now becoming mainstream alternatives to traditional animal-based proteins like whey and casein.

This trend is driven by several factors. First, the awareness of the environmental impact of animal agriculture is growing. Plant-based proteins are considered more sustainable, requiring fewer resources such as land, water, and energy. Plant-based proteins are seen as healthier options because they are often lower in fat and free from lactose, which can cause digestive issues for some consumers. As more consumers adopt plant-based diets, manufacturers are responding by developing new, innovative plant-based protein drinks that cater to the demand for both health and sustainability. A report by the International Journal of Obesity (2023) found that 37% of consumers globally experience digestive discomfort from dairy products.

Key Market Players

Baby Gourmet Foods Inc.

Sprout Foods, Inc.

Mead Johnson & Company, LLC

Danone S.A.

Abbott Laboratories

Hero Group AG

Groupe Lactalis

The Kraft Heinz Company

The Hain Celestial Group, Inc.

Nestlé S.A.

Report Scope:

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

Protein Based Sports Drinks Market, By Packaging Type:

Metal Can

PET Bottles

Protein Based Sports Drinks Market, By Sales Channel:

Supermarket/Hypermarket

Convenience Stores

Online

Others

Protein Based Sports Drinks Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

Japan

India

South Korea

Indonesia

South America

Argentina

Colombia

Brazil

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global Protein Based Sports Drinks Market.

Available Customizations:

Global Protein Based Sports Drinks 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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