

Protein Crisps Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, By Product (Pea Protein Crisps, Milk Protein Crisps, Whey Protein Crisps, Others), By Sales Channel (Hypermarkets/Supermarkets, Departmental Stores, Online, Others), By Region & Competition, 2020-2030F

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Abstracts

Global Protein Crisps Market was valued at USD 1.59 billion in 2024 and is expected to reach USD 2.57 billion by 2030 with a CAGR of 8.39% during the forecast period. The global protein crisps market is experiencing significant growth, driven by increasing consumer demand for high-protein, low-calorie, and functional snacks. Rising health consciousness, dietary preferences, and the popularity of protein-rich foods are fueling market expansion. Key players are innovating with plant-based, whey, and soy protein crisps to cater to diverse dietary needs. The market is also benefiting from the surge in sports nutrition and weight management trends. In 2023, nearly half of U.S. households bought plant-based milk at least once, while only 15% purchased plant-based meat and seafood.

Market Drivers

Rising Health Consciousness and Demand for High-Protein Diets

Consumers are increasingly prioritizing health and wellness, leading to a surge in demand for high-protein diets. Protein is essential for muscle growth, weight management, and overall well-being, making protein crisps a popular choice for health-conscious individuals. With growing awareness of the benefits of protein consumption, consumers are shifting away from traditional high-carb snacks and opting for protein-

rich alternatives. This trend is particularly strong among fitness enthusiasts, athletes, and individuals following specialized diets such as keto, paleo, and high-protein meal plans. The increasing emphasis on health and functional foods is expected to drive sustained market growth.

Key Market Challenges

High Production Costs and Pricing Challenges

One of the significant challenges in the global protein crisps market is the high cost of production. Protein crisps are made from specialized ingredients such as whey protein, soy protein, pea protein, and other plant-based sources, which are often more expensive than conventional snack ingredients like corn or wheat. Additionally, processing high-protein ingredients requires advanced manufacturing techniques, such as extrusion and dehydration, to maintain nutritional integrity and texture.

These factors contribute to higher production costs, leading to premium pricing for protein crisps. While health-conscious consumers may be willing to pay a premium for high-protein snacks, price sensitivity remains a barrier to mass adoption. Many consumers, especially in emerging markets, still opt for traditional, lower-cost snack options. To address this challenge, manufacturers must optimize production processes, explore cost-effective protein sources, and introduce budget-friendly product lines to cater to price-sensitive consumers.

Key Market Trends

Functional and Fortified Protein Crisps

Consumers are looking for more than just protein in their snacks—they want functional benefits that align with their health and wellness goals. As a result, protein crisps fortified with additional nutrients such as fiber, vitamins, probiotics, and adaptogens are becoming increasingly popular.

For example, some brands are incorporating ingredients like collagen for skin health, probiotics for gut health, or omega-3 fatty acids for brain function. Protein crisps that support immunity, digestion, and muscle recovery are particularly appealing to fitness enthusiasts and health-conscious consumers. This trend is driving innovation in ingredient formulation, with manufacturers developing multi-functional snacks that cater to a wide range of dietary needs.

Key Market Players

Nestlé S.A.

General Mills Inc.

WK Kellogg Co

PepsiCo, Inc.

Proti Foods LLC

WorldPantry.com LLC. (Quest)

Premier Nutrition Company, LLC

Post Holdings, Inc.

Bio-Nutritional Research Group, Inc. (Power Crunch)

THG Nutrition Limited (Myprotein)

Report Scope:

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

· Protein Crisps Market, By Product:

Pea Protein Crisps

Milk Protein Crisps

Whey Protein Crisps

Others

· Protein Crisps Market, By Sales Channel:

Hypermarkets/Supermarkets

Departmental Stores

Online

Others

· Protein Crisps Market, By Region:

North America

United States

Canada

Mexico

Europe

France

Germany

Spain

Italy

United Kingdom

Asia-Pacific

China

Japan

India

Vietnam

South Korea

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Kuwait

South America

Brazil

Argentina

Colombia

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the global Protein Crisps Market.

Available Customizations:

Global Protein Crisps 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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