

# **Fitness Protein Powder Market Size, Trends, Analysis, and Outlook By Type (Plant Protein, Animal Protein, Whey Protein, Others), By Application (Muscle Gain, Improve Immunity, Others), by Country, Segment, and Companies, 2024-2032**

<https://marketpublishers.com/r/FFEB5F4F69ECEN.html>

Date: October 2024

Pages: 190

Price: US\$ 3,980.00 (Single User License)

ID: FFEB5F4F69ECEN

## **Abstracts**

Global Fitness Protein Powder Market Size is valued at \$3.9 Billion in 2024 and is forecast to register a growth rate (CAGR) of 8.2% to reach \$7.3 Billion by 2032.

The fitness protein powder market is anticipated to grow as the demand for high-quality protein supplements increases among fitness enthusiasts and health-conscious consumers. Over the forecast period, rising awareness of the importance of protein for muscle recovery and overall health will drive interest in various protein powder formulations, including plant-based and whey protein options. Innovations in flavor, texture, and digestibility will cater to diverse dietary preferences and enhance consumer experience. Additionally, the trend toward clean-label products and transparency in sourcing will further support market growth as consumers prioritize quality and ethical ingredients.

Fitness Protein Powder Market Drivers, Trends, Opportunities, and Growth Opportunities

The comprehensive report presents unique market trends and challenges shaping the outlook for industry stakeholders. The Future of Fitness Protein Powder survey report provides the market size outlook across types, applications, and segments globally and regionally. It also offers data-driven insights and actionable recommendations for companies in the Fitness Protein Powder industry.

## Key market trends defining the global Fitness Protein Powder demand in 2025 and Beyond

The Fitness Protein Powder industry remains an attractive hub for both domestic and global vendors. As we enter 2025, demand from end-user sectors, changes in consumption patterns, new product launches, and widening distribution channels will play major roles.

## Fitness Protein Powder Market Segmentation- Industry Share, Market Size, and Outlook to 2032

Rising demand for diverse products and applications fuels the increased investments in niche segments. Leading companies focus on generating a large share of their future revenue growth by expanding into these niche segments. The report presents a market size outlook across segments, supporting companies scaling up production with a focus on potential countries.

## Key strategies adopted by companies within the Fitness Protein Powder industry

Leading Fitness Protein Powder companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions. In particular, companies that leverage advanced technologies to achieve operational excellence are set to gain significant revenues. The report details the key strategies adopted by the top 10 Fitness Protein Powder companies.

## Fitness Protein Powder Market Study- Strategic Analysis Review

The market research report dives deep into qualitative factors shaping the market, empowering you to make informed decisions.

- Industry Dynamics: Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.
- Strategic Insights: Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.
- Internal Strengths and Weaknesses: Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.

- Future Possibilities: Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

## Fitness Protein Powder Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Fitness Protein Powder industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. With actual data for 2023, the report forecasts the market size outlook from 2024 to 2032 in three scenarios: low case, reference case, and high case.

## Fitness Protein Powder Country Analysis and Revenue Outlook to 2032

The report analyzes 22 countries worldwide, including key driving forces and market size outlook from 2021 to 2032. Additionally, it includes region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America. For each region, the market size outlook by segments is forecast for 2032.

## North America Fitness Protein Powder Market Size Outlook- Companies plan for focused investments in a changing environment

The US remains the market leader in North America, driven by a large consumer base, well-established providers, and strong infrastructure. Leading companies focus on new product launches in a changing environment. The US GDP is expected to grow from \$28,781.1 Billion in 2024 to \$36,621 Billion in 2030, driving demand for various Fitness Protein Powder market segments. Similarly, strong market demand encourages Canadian Fitness Protein Powder companies to invest in niche segments. Mexico's investment in technological advancements positions it for significant market expansion.

## Europe Fitness Protein Powder Market Size Outlook- Companies investing in assessing consumers, categories, competitors, and capabilities.

The German Fitness Protein Powder industry remains the major market for companies in the European Fitness Protein Powder industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of vendors in identifying and leveraging new growth prospects positions the European Fitness Protein Powder market fostering both domestic and international interest.

Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and addressing niche consumer segments.

Asia Pacific Fitness Protein Powder Market Size Outlook- an attractive hub for opportunities for both local and global companies

The increasing pool of consumer base, robust consumption expenditure, and increasing investments in manufacturing drive the demand for Fitness Protein Powder in Asia Pacific. In particular, China, India, and South East Asian Fitness Protein Powder markets present a compelling outlook for 2032, attracting both domestic and multinational vendors seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate market changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major countries in the APAC region.

Latin America Fitness Protein Powder Market Size Outlook- Continued urbanization and rising income levels

Rising income levels contribute to higher purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

Middle East and Africa Fitness Protein Powder Market Size Outlook- continues its upward trajectory across segments.

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Fitness Protein Powder market potential. Fuelled by increasing consumption expenditure of individuals and growing population drive the demand for Fitness Protein Powder.

### Fitness Protein Powder Company Profiles

The global Fitness Protein Powder market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. The leading companies included in the study are ALLMAX

Nutrition, Anway, By-Health, CELLUCOR, Gobsn, MET-rx, Muscle Pharm, Muscletech, My Protein.

## Recent Fitness Protein Powder Market Developments

The global Fitness Protein Powder market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

## Fitness Protein Powder Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2032 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

## Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

## Market Segmentation:

By Type

*Fitness Protein Powder Market Size, Trends, Analysis, and Outlook By Type (Plant Protein, Animal Protein, Whey...*

Plant Protein

Animal Protein

Whey Protein

Others

By Application

Muscle Gain

Improve Immunity

Others

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

ALLMAX Nutrition

Anway

By-Health

CELLUCOR

Gobsn

MET-rx

Muscle Pharm

Muscletech

My Protein

Formats Available: Excel, PDF, and PPT

## Contents

### CHAPTER 1: EXECUTIVE SUMMARY

- 1.1 Study Scope
- 1.2 Market Definition
- 1.3 Report Guide
  - 1.3.1 Country Coverage
  - 1.3.2 Companies Profiled
  - 1.3.3 Study Period: 2018 to 2023 and 2024 to 2032
  - 1.3.4 Units
- 1.4 Abbreviations

### CHAPTER 2. FITNESS PROTEIN POWDER MARKET OVERVIEW- 2025

- 2.1 An Introduction to the Global Fitness Protein Powder Markets
- 2.2 Key Statistics
- 2.3 Region Benchmarking, 2024
- 2.4 Country Positioning Matrix, 2024

### CHAPTER 3. STRATEGIC ANALYSIS REVIEW

- 3.1 Fitness Protein Powder Industry Stakeholders
- 3.2 Value Chain Analysis
- 3.3 Porter's Five Forces Analysis
- 3.4 SWOT Profile
- 3.5 Recent Market Developments

### CHAPTER 4. IMPACT ANALYSIS AND SCENARIO FORECASTS

- 4.1 Russia-Ukraine Conflict Analysis
- 4.2 COVID-19: Post Pandemic Recovery Analysis
- 4.3 US Inflation and Sluggish Growth in China
- 4.4 Focus on Sustainability
- 4.5 Low Growth Case Scenario: Global Fitness Protein Powder Market Outlook to 2032
- 4.6 Reference Case Scenario: Global Fitness Protein Powder Market Outlook to 2032
- 4.7 High Growth Case Scenario: Global Fitness Protein Powder Market Outlook to 2032

### CHAPTER 5: FITNESS PROTEIN POWDER MARKET DYNAMICS

*Fitness Protein Powder Market Size, Trends, Analysis, and Outlook By Type (Plant Protein, Animal Protein, Whey...*

- 5.1 Key Fitness Protein Powder Market Trends
- 5.2 Potential Fitness Protein Powder Market Opportunities
- 5.3 Key Market Challenges

## **CHAPTER 6: GLOBAL FITNESS PROTEIN POWDER MARKET ANALYSIS AND OUTLOOK TO 2032**

- 6.1 Global Market Outlook by Segments, 2021 to 2032
  - 6.2 Type
    - Plant Protein
    - Animal Protein
    - Whey Protein
    - Others
  - Application
    - Muscle Gain
    - Improve Immunity
    - Others
- 6.3 Global Market Outlook by Region, 2021 to 2032

## **CHAPTER 7: NORTH AMERICA FITNESS PROTEIN POWDER MARKET ANALYSIS AND OUTLOOK TO 2032**

- 7.1 North America Market Outlook by Segments, 2021- 2032
  - 7.2 Type
    - Plant Protein
    - Animal Protein
    - Whey Protein
    - Others
  - Application
    - Muscle Gain
    - Improve Immunity
    - Others
- 7.3 North America Market Outlook by Country, 2021- 2032
  - 7.3.1 United States Fitness Protein Powder Market Size Forecast, 2021- 2032
  - 7.3.2 Canada Fitness Protein Powder Market Size Forecast, 2021- 2032
  - 7.3.3 Mexico Fitness Protein Powder Market Size Forecast, 2021- 2032

## **CHAPTER 8: EUROPE FITNESS PROTEIN POWDER MARKET ANALYSIS AND**

## **OUTLOOK TO 2032**

### 8.1 Europe Market Outlook by Segments, 2021- 2032

#### 8.2 Type

Plant Protein

Animal Protein

Whey Protein

Others

Application

Muscle Gain

Improve Immunity

Others

### 8.3 Europe Market Outlook by Country, 2021- 2032

8.3.1 Germany Fitness Protein Powder Market Size Forecast, 2021- 2032

8.3.2 France Fitness Protein Powder Market Size Forecast, 2021- 2032

8.3.3 United Kingdom Fitness Protein Powder Market Size Forecast, 2021- 2032

8.3.4 Spain Fitness Protein Powder Market Size Forecast, 2021- 2032

8.3.5 Italy Fitness Protein Powder Market Size Forecast, 2021- 2032

8.3.6 Russia Fitness Protein Powder Market Size Forecast, 2021- 2032

8.3.7 Rest of Europe Fitness Protein Powder Market Size Forecast, 2021- 2032

## **CHAPTER 9: ASIA PACIFIC FITNESS PROTEIN POWDER MARKET ANALYSIS AND OUTLOOK TO 2032**

### 9.1 Asia Pacific Market Outlook by Segments, 2021- 2032

#### 9.2 Type

Plant Protein

Animal Protein

Whey Protein

Others

Application

Muscle Gain

Improve Immunity

Others

### 9.3 Asia Pacific Market Outlook by Country, 2021- 2032

9.3.1 China Fitness Protein Powder Market Size Forecast, 2021- 2032

9.3.2 India Fitness Protein Powder Market Size Forecast, 2021- 2032

9.3.3 Japan Fitness Protein Powder Market Size Forecast, 2021- 2032

9.3.4 South Korea Fitness Protein Powder Market Size Forecast, 2021- 2032

9.3.5 Australia Fitness Protein Powder Market Size Forecast, 2021- 2032

9.3.6 South East Asia Fitness Protein Powder Market Size Forecast, 2021- 2032

9.3.7 Rest of Asia Pacific Fitness Protein Powder Market Size Forecast, 2021- 2032

## **CHAPTER 10: SOUTH AMERICA FITNESS PROTEIN POWDER MARKET ANALYSIS AND OUTLOOK TO 2032**

10.1 South America Market Outlook by Segments, 2021- 2032

10.2 Type

Plant Protein

Animal Protein

Whey Protein

Others

Application

Muscle Gain

Improve Immunity

Others

10.3 South America Market Outlook by Country, 2021- 2032

10.3.1 Brazil Fitness Protein Powder Market Size Forecast, 2021- 2032

10.3.2 Argentina Fitness Protein Powder Market Size Forecast, 2021- 2032

10.3.3 Rest of South America Fitness Protein Powder Market Size Forecast, 2021- 2032

## **CHAPTER 11: MIDDLE EAST AND AFRICA FITNESS PROTEIN POWDER MARKET ANALYSIS AND OUTLOOK TO 2032**

11.1 Middle East and Africa Market Outlook by Segments, 2021- 2032

11.2 Type

Plant Protein

Animal Protein

Whey Protein

Others

Application

Muscle Gain

Improve Immunity

Others

11.3 Middle East and Africa Market Outlook by Country, 2021- 2032

11.3.1 Saudi Arabia Fitness Protein Powder Market Size Forecast, 2021- 2032

11.3.2 The UAE Fitness Protein Powder Market Size Forecast, 2021- 2032

11.3.3 Rest of Middle East Fitness Protein Powder Market Size Forecast, 2021- 2032

11.3.4 South Africa Fitness Protein Powder Market Size Forecast, 2021- 2032

11.3.4 Rest of Africa Fitness Protein Powder Market Size Forecast, 2021- 2032

## **CHAPTER 12: COMPETITIVE LANDSCAPE**

12.1 Competitive Analysis- Product Profile, SWOT, Financial Profiles

12.2 Key Companies Profiled in the Study

12.3 ALLMAX Nutrition

Anway

By-Health

CELLUCOR

Gobsn

MET-rx

Muscle Pharm

Muscletech

My Protein

## **CHAPTER 13: SOURCES AND RESEARCH METHODOLOGY**

13.1 Primary and Secondary Sources

13.2 Research Methodology

13.3 Data Triangulation and Validation

13.4 Assumptions and Limitations

13.5 Forecast Methodology

Appendix

A: Highlights of the Q4-2024 Version

B: Conclusion and Future Recommendations

C: Customization Options

D: Contact Information

## List Of Figures

### LIST OF FIGURES

Figure 1: Country Analysis: Largest Market Share (%) - 2024 vs. 2032

Figure 2: GDP (Current Prices) Outlook by Country, 2010- 2032

Figure 3: Population Outlook by Country, 2010- 2032

Figure 4: Inflation Outlook by Country (%), 2024- 2032

Figure 5: Global Fitness Protein Powder Market Outlook by Type, 2021- 2032

Figure 6: Global Fitness Protein Powder Market Outlook by Application, 2021- 2032

Figure 7: Global Fitness Protein Powder Market Outlook by Region, 2021- 2032

Figure 8: North America Fitness Protein Powder Market Snapshot, Q4-2024

Figure 9: North America Fitness Protein Powder Market Size Forecast by Type, 2021- 2032

Figure 10: North America Fitness Protein Powder Market Size Forecast by Application, 2021- 2032

Figure 11: North America Fitness Protein Powder Market Share by Country, 2023

Figure 12: Europe Fitness Protein Powder Market Snapshot, Q4-2024

Figure 13: Europe Fitness Protein Powder Market Size Forecast by Type, 2021- 2032

Figure 14: Europe Fitness Protein Powder Market Size Forecast by Application, 2021- 2032

Figure 15: Europe Fitness Protein Powder Market Share by Country, 2023

Figure 16: Asia Pacific Fitness Protein Powder Market Snapshot, Q4-2024

Figure 17: Asia Pacific Fitness Protein Powder Market Size Forecast by Type, 2021- 2032

Figure 18: Asia Pacific Fitness Protein Powder Market Size Forecast by Application, 2021- 2032

Figure 19: Asia Pacific Fitness Protein Powder Market Share by Country, 2023

Figure 20: South America Fitness Protein Powder Market Snapshot, Q4-2024

Figure 21: South America Fitness Protein Powder Market Size Forecast by Type, 2021- 2032

Figure 22: South America Fitness Protein Powder Market Size Forecast by Application, 2021- 2032

Figure 23: South America Fitness Protein Powder Market Share by Country, 2023

Figure 24: Middle East and Africa Fitness Protein Powder Market Snapshot, Q4-2024

Figure 25: Middle East and Africa Fitness Protein Powder Market Size Forecast by Type, 2021- 2032

Figure 26: Middle East and Africa Fitness Protein Powder Market Size Forecast by Application, 2021- 2032

Figure 27: Middle East and Africa Fitness Protein Powder Market Share by Country, 2023

Figure 28: United States Fitness Protein Powder Market Size Outlook, \$ Million, 2021- 2032

Figure 29: Canada Fitness Protein Powder Market Size Outlook, \$ Million, 2021- 2032

Figure 30: Mexico Fitness Protein Powder Market Size Outlook, \$ Million, 2021- 2032

Figure 31: Germany Fitness Protein Powder Market Size Outlook, \$ Million, 2021- 2032

Figure 32: France Fitness Protein Powder Market Size Outlook, \$ Million, 2021- 2032

Figure 33: United Kingdom Fitness Protein Powder Market Size Outlook, \$ Million, 2021- 2032

Figure 34: Spain Fitness Protein Powder Market Size Outlook, \$ Million, 2021- 2032

Figure 35: Italy Fitness Protein Powder Market Size Outlook, \$ Million, 2021- 2032

Figure 36: Russia Fitness Protein Powder Market Size Outlook, \$ Million, 2021- 2032

Figure 37: Rest of Europe Fitness Protein Powder Market Size Outlook, \$ Million, 2021- 2032

Figure 38: China Fitness Protein Powder Market Size Outlook, \$ Million, 2021- 2032

Figure 39: India Fitness Protein Powder Market Size Outlook, \$ Million, 2021- 2032

Figure 40: Japan Fitness Protein Powder Market Size Outlook, \$ Million, 2021- 2032

Figure 41: South Korea Fitness Protein Powder Market Size Outlook, \$ Million, 2021- 2032

Figure 42: Australia Fitness Protein Powder Market Size Outlook, \$ Million, 2021- 2032

Figure 43: South East Asia Fitness Protein Powder Market Size Outlook, \$ Million, 2021- 2032

Figure 44: Rest of APAC Fitness Protein Powder Market Size Outlook, \$ Million, 2021- 2032

Figure 45: Brazil Fitness Protein Powder Market Size Outlook, \$ Million, 2021- 2032

Figure 46: Argentina Fitness Protein Powder Market Size Outlook, \$ Million, 2021- 2032

Figure 47: Rest of LATAM Fitness Protein Powder Market Size Outlook, \$ Million, 2021- 2032

Figure 48: Saudi Arabia Fitness Protein Powder Market Size Outlook, \$ Million, 2021- 2032

Figure 49: UAE Fitness Protein Powder Market Size Outlook, \$ Million, 2021- 2032

Figure 50: South Africa Fitness Protein Powder Market Size Outlook, \$ Million, 2021- 2032

Figure 51: Research Methodology

Figure 52: Forecast Methodology

## List Of Tables

### LIST OF TABLES

Table 1: Market Scope and Segmentation

Table 2: Global Fitness Protein Powder Market Size Outlook, \$Million, 2021 to 2032

Table 3: Low Case Scenario Forecasts

Table 4: Reference Case Scenario Forecasts

Table 5: High Growth Scenario Forecasts

Table 6: Global Fitness Protein Powder Market Size Outlook by Segments, 2021- 2032

Table 7: Global Fitness Protein Powder Market Size Outlook by Region, 2021- 2032

Table 8: Country Mapping, 2023 vs. 2032

Table 9: North America- Fitness Protein Powder Market Outlook by Type, 2021- 2032

Table 10: North America- Fitness Protein Powder Market Outlook by Country, 2021- 2032

Table 11: Europe - Fitness Protein Powder Market Outlook by Type, 2021- 2032

Table 12: Europe - Fitness Protein Powder Market Outlook by Country, 2021- 2032

Table 13: Asia Pacific - Fitness Protein Powder Market Outlook by Type, 2021- 2032

Table 14: Asia Pacific - Fitness Protein Powder Market Outlook by Country, 2021- 2032

Table 15: South America- Fitness Protein Powder Market Outlook by Type, 2021- 2032

Table 16: South America- Fitness Protein Powder Market Outlook by Country, 2021- 2032

Table 17: Middle East and Africa - Fitness Protein Powder Market Outlook by Type, 2021- 2032

Table 18: Middle East and Africa - Fitness Protein Powder Market Outlook by Country, 2021- 2032

Table 19: Business Snapshots of Leading Fitness Protein Powder Companies

Table 20: Product Profiles of Leading Fitness Protein Powder Companies

Table 21: SWOT Profiles of Leading Fitness Protein Powder Companies

## I would like to order

Product name: Fitness Protein Powder Market Size, Trends, Analysis, and Outlook By Type (Plant Protein, Animal Protein, Whey Protein, Others), By Application (Muscle Gain, Improve Immunity, Others), by Country, Segment, and Companies, 2024-2032

Product link: <https://marketpublishers.com/r/FFEB5F4F69ECEN.html>

Price: US\$ 3,980.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/FFEB5F4F69ECEN.html>