

# **High Protein based Foods Market Size, Trends, Analysis, and Outlook By Product (Protein-Rich Drinks, High-Protein and High Energy Sports Drink, Protein Supplements, High-Protein and Nutritious Sports Drink, Protein-Rich Packaged Foods), By Distribution Channel (Offline, Online), by Country, Segment, and Companies, 2024-2032**

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## **Abstracts**

Global High Protein-based Foods Market Size is valued at \$97.8 Billion in 2024 and is forecast to register a growth rate (CAGR) of 8.9% to reach \$193.4 Billion by 2032.

The high protein-based foods market is growing due to increasing consumer awareness of protein's role in health and fitness. The trend towards plant-based and natural protein sources is boosting market expansion. Innovations in product formulations, including ready-to-eat meals and snacks, are enhancing market potential, prompting suppliers to explore diverse high protein food offerings.

High Protein based Foods 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 High Protein based Foods 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 High Protein based Foods industry.

Key market trends defining the global High Protein based Foods demand in 2025 and

## Beyond

The High Protein based Foods 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.

### High Protein based Foods 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 High Protein based Foods industry

Leading High Protein based Foods 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 High Protein based Foods companies.

### High Protein based Foods 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.

### High Protein based Foods Market Size Outlook- Historic and Forecast Revenue in Three Cases

The High Protein based Foods 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.

### High Protein based Foods 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 High Protein based Foods 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 High Protein based Foods market segments. Similarly, strong market demand encourages Canadian High Protein based Foods companies to invest in niche segments. Mexico's investment in technological advancements positions it for significant market expansion.

### Europe High Protein based Foods Market Size Outlook- Companies investing in assessing consumers, categories, competitors, and capabilities.

The German High Protein based Foods industry remains the major market for companies in the European High Protein based Foods 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 High Protein based Foods 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 High Protein based Foods 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 High Protein based Foods in Asia Pacific. In particular, China, India, and South East Asian High Protein based Foods 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 High Protein based Foods 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 High Protein based Foods 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 High Protein based Foods market potential. Fuelled by increasing consumption expenditure of individuals and growing population drive the demand for High Protein based Foods.

### High Protein based Foods Company Profiles

The global High Protein based Foods 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 Abbott

Laboratories, Beyond Meat Inc, Campbell Soup Co., Chobani Global Holdings LLC, Danone SA, General Mills Inc, Hormel Foods Corp, Kellogg Co., Maple Leaf Foods Inc, Mars Inc, Nestle SA, PepsiCo Inc, The Coca Cola Co., The Kraft Heinz Co., Tyson Foods Inc.

## Recent High Protein based Foods Market Developments

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

## High Protein based Foods 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:

*High Protein based Foods Market Size, Trends, Analysis, and Outlook By Product (Protein-Rich Drinks, High-Prot...*

## By Product

Protein-Rich Drinks

High-Protein and High Energy Sports Drink

Protein Supplements

High-Protein and Nutritious Sports Drink

Protein-Rich Packaged Foods

## By Distribution Channel

Offline

Online

## Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

## Companies

Abbott Laboratories

Beyond Meat Inc

Campbell Soup Co.

Chobani Global Holdings LLC

Danone SA

General Mills Inc

Hormel Foods Corp

Kellogg Co.

Maple Leaf Foods Inc

Mars Inc

Nestle SA

PepsiCo Inc

The Coca Cola Co.

The Kraft Heinz Co.

Tyson Foods Inc

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. HIGH PROTEIN BASED FOODS MARKET OVERVIEW- 2025**

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

### **CHAPTER 3. STRATEGIC ANALYSIS REVIEW**

- 3.1 High Protein based Foods 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 High Protein based Foods Market Outlook to 2032
- 4.6 Reference Case Scenario: Global High Protein based Foods Market Outlook to 2032
- 4.7 High Growth Case Scenario: Global High Protein based Foods Market Outlook to 2032



2032

## **CHAPTER 5: HIGH PROTEIN BASED FOODS MARKET DYNAMICS**

- 5.1 Key High Protein based Foods Market Trends
- 5.2 Potential High Protein based Foods Market Opportunities
- 5.3 Key Market Challenges

## **CHAPTER 6: GLOBAL HIGH PROTEIN BASED FOODS MARKET ANALYSIS AND OUTLOOK TO 2032**

- 6.1 Global Market Outlook by Segments, 2021 to 2032
- 6.2 Product
  - Protein-Rich Drinks
  - High-Protein and High Energy Sports Drink
  - Protein Supplements
  - High-Protein and Nutritious Sports Drink
  - Protein-Rich Packaged Foods
- Distribution Channel
  - Offline
  - Online
- 6.3 Global Market Outlook by Region, 2021 to 2032

## **CHAPTER 7: NORTH AMERICA HIGH PROTEIN BASED FOODS MARKET ANALYSIS AND OUTLOOK TO 2032**

- 7.1 North America Market Outlook by Segments, 2021- 2032
- 7.2 Product
  - Protein-Rich Drinks
  - High-Protein and High Energy Sports Drink
  - Protein Supplements
  - High-Protein and Nutritious Sports Drink
  - Protein-Rich Packaged Foods
- Distribution Channel
  - Offline
  - Online
- 7.3 North America Market Outlook by Country, 2021- 2032
  - 7.3.1 United States High Protein based Foods Market Size Forecast, 2021- 2032
  - 7.3.2 Canada High Protein based Foods Market Size Forecast, 2021- 2032

### 7.3.3 Mexico High Protein based Foods Market Size Forecast, 2021- 2032

## **CHAPTER 8: EUROPE HIGH PROTEIN BASED FOODS MARKET ANALYSIS AND OUTLOOK TO 2032**

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

#### 8.2 Product

Protein-Rich Drinks

High-Protein and High Energy Sports Drink

Protein Supplements

High-Protein and Nutritious Sports Drink

Protein-Rich Packaged Foods

Distribution Channel

Offline

Online

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

8.3.1 Germany High Protein based Foods Market Size Forecast, 2021- 2032

8.3.2 France High Protein based Foods Market Size Forecast, 2021- 2032

8.3.3 United Kingdom High Protein based Foods Market Size Forecast, 2021- 2032

8.3.4 Spain High Protein based Foods Market Size Forecast, 2021- 2032

8.3.5 Italy High Protein based Foods Market Size Forecast, 2021- 2032

8.3.6 Russia High Protein based Foods Market Size Forecast, 2021- 2032

8.3.7 Rest of Europe High Protein based Foods Market Size Forecast, 2021- 2032

## **CHAPTER 9: ASIA PACIFIC HIGH PROTEIN BASED FOODS MARKET ANALYSIS AND OUTLOOK TO 2032**

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

#### 9.2 Product

Protein-Rich Drinks

High-Protein and High Energy Sports Drink

Protein Supplements

High-Protein and Nutritious Sports Drink

Protein-Rich Packaged Foods

Distribution Channel

Offline

Online

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

9.3.1 China High Protein based Foods Market Size Forecast, 2021- 2032

- 9.3.2 India High Protein based Foods Market Size Forecast, 2021- 2032
- 9.3.3 Japan High Protein based Foods Market Size Forecast, 2021- 2032
- 9.3.4 South Korea High Protein based Foods Market Size Forecast, 2021- 2032
- 9.3.5 Australia High Protein based Foods Market Size Forecast, 2021- 2032
- 9.3.6 South East Asia High Protein based Foods Market Size Forecast, 2021- 2032
- 9.3.7 Rest of Asia Pacific High Protein based Foods Market Size Forecast, 2021- 2032

## **CHAPTER 10: SOUTH AMERICA HIGH PROTEIN BASED FOODS MARKET ANALYSIS AND OUTLOOK TO 2032**

- 10.1 South America Market Outlook by Segments, 2021- 2032
- 10.2 Product
  - Protein-Rich Drinks
  - High-Protein and High Energy Sports Drink
  - Protein Supplements
  - High-Protein and Nutritious Sports Drink
  - Protein-Rich Packaged Foods
- Distribution Channel
  - Offline
  - Online
- 10.3 South America Market Outlook by Country, 2021- 2032
  - 10.3.1 Brazil High Protein based Foods Market Size Forecast, 2021- 2032
  - 10.3.2 Argentina High Protein based Foods Market Size Forecast, 2021- 2032
  - 10.3.3 Rest of South America High Protein based Foods Market Size Forecast, 2021- 2032

## **CHAPTER 11: MIDDLE EAST AND AFRICA HIGH PROTEIN BASED FOODS MARKET ANALYSIS AND OUTLOOK TO 2032**

- 11.1 Middle East and Africa Market Outlook by Segments, 2021- 2032
- 11.2 Product
  - Protein-Rich Drinks
  - High-Protein and High Energy Sports Drink
  - Protein Supplements
  - High-Protein and Nutritious Sports Drink
  - Protein-Rich Packaged Foods
- Distribution Channel
  - Offline
  - Online

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

11.3.1 Saudi Arabia High Protein based Foods Market Size Forecast, 2021- 2032

11.3.2 The UAE High Protein based Foods Market Size Forecast, 2021- 2032

11.3.3 Rest of Middle East High Protein based Foods Market Size Forecast, 2021- 2032

11.3.4 South Africa High Protein based Foods Market Size Forecast, 2021- 2032

11.3.4 Rest of Africa High Protein based Foods 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 Abbott Laboratories

Beyond Meat Inc

Campbell Soup Co.

Chobani Global Holdings LLC

Danone SA

General Mills Inc

Hormel Foods Corp

Kellogg Co.

Maple Leaf Foods Inc

Mars Inc

Nestle SA

PepsiCo Inc

The Coca Cola Co.

The Kraft Heinz Co.

Tyson Foods Inc

## **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 High Protein based Foods Market Outlook by Type, 2021- 2032

Figure 6: Global High Protein based Foods Market Outlook by Application, 2021- 2032

Figure 7: Global High Protein based Foods Market Outlook by Region, 2021- 2032

Figure 8: North America High Protein based Foods Market Snapshot, Q4-2024

Figure 9: North America High Protein based Foods Market Size Forecast by Type, 2021- 2032

Figure 10: North America High Protein based Foods Market Size Forecast by Application, 2021- 2032

Figure 11: North America High Protein based Foods Market Share by Country, 2023

Figure 12: Europe High Protein based Foods Market Snapshot, Q4-2024

Figure 13: Europe High Protein based Foods Market Size Forecast by Type, 2021- 2032

Figure 14: Europe High Protein based Foods Market Size Forecast by Application, 2021- 2032

Figure 15: Europe High Protein based Foods Market Share by Country, 2023

Figure 16: Asia Pacific High Protein based Foods Market Snapshot, Q4-2024

Figure 17: Asia Pacific High Protein based Foods Market Size Forecast by Type, 2021- 2032

Figure 18: Asia Pacific High Protein based Foods Market Size Forecast by Application, 2021- 2032

Figure 19: Asia Pacific High Protein based Foods Market Share by Country, 2023

Figure 20: South America High Protein based Foods Market Snapshot, Q4-2024

Figure 21: South America High Protein based Foods Market Size Forecast by Type, 2021- 2032

Figure 22: South America High Protein based Foods Market Size Forecast by Application, 2021- 2032

Figure 23: South America High Protein based Foods Market Share by Country, 2023

Figure 24: Middle East and Africa High Protein based Foods Market Snapshot, Q4-2024

Figure 25: Middle East and Africa High Protein based Foods Market Size Forecast by Type, 2021- 2032

Figure 26: Middle East and Africa High Protein based Foods Market Size Forecast by

Application, 2021- 2032

Figure 27: Middle East and Africa High Protein based Foods Market Share by Country, 2023

Figure 28: United States High Protein based Foods Market Size Outlook, \$ Million, 2021- 2032

Figure 29: Canada High Protein based Foods Market Size Outlook, \$ Million, 2021- 2032

Figure 30: Mexico High Protein based Foods Market Size Outlook, \$ Million, 2021- 2032

Figure 31: Germany High Protein based Foods Market Size Outlook, \$ Million, 2021- 2032

Figure 32: France High Protein based Foods Market Size Outlook, \$ Million, 2021- 2032

Figure 33: United Kingdom High Protein based Foods Market Size Outlook, \$ Million, 2021- 2032

Figure 34: Spain High Protein based Foods Market Size Outlook, \$ Million, 2021- 2032

Figure 35: Italy High Protein based Foods Market Size Outlook, \$ Million, 2021- 2032

Figure 36: Russia High Protein based Foods Market Size Outlook, \$ Million, 2021- 2032

Figure 37: Rest of Europe High Protein based Foods Market Size Outlook, \$ Million, 2021- 2032

Figure 38: China High Protein based Foods Market Size Outlook, \$ Million, 2021- 2032

Figure 39: India High Protein based Foods Market Size Outlook, \$ Million, 2021- 2032

Figure 40: Japan High Protein based Foods Market Size Outlook, \$ Million, 2021- 2032

Figure 41: South Korea High Protein based Foods Market Size Outlook, \$ Million, 2021- 2032

Figure 42: Australia High Protein based Foods Market Size Outlook, \$ Million, 2021- 2032

Figure 43: South East Asia High Protein based Foods Market Size Outlook, \$ Million, 2021- 2032

Figure 44: Rest of APAC High Protein based Foods Market Size Outlook, \$ Million, 2021- 2032

Figure 45: Brazil High Protein based Foods Market Size Outlook, \$ Million, 2021- 2032

Figure 46: Argentina High Protein based Foods Market Size Outlook, \$ Million, 2021- 2032

Figure 47: Rest of LATAM High Protein based Foods Market Size Outlook, \$ Million, 2021- 2032

Figure 48: Saudi Arabia High Protein based Foods Market Size Outlook, \$ Million, 2021- 2032

Figure 49: UAE High Protein based Foods Market Size Outlook, \$ Million, 2021- 2032

Figure 50: South Africa High Protein based Foods 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 High Protein based Foods 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 High Protein based Foods Market Size Outlook by Segments, 2021-2032

Table 7: Global High Protein based Foods Market Size Outlook by Region, 2021- 2032

Table 8: Country Mapping, 2023 vs. 2032

Table 9: North America- High Protein based Foods Market Outlook by Type, 2021- 2032

Table 10: North America- High Protein based Foods Market Outlook by Country, 2021-2032

Table 11: Europe - High Protein based Foods Market Outlook by Type, 2021- 2032

Table 12: Europe - High Protein based Foods Market Outlook by Country, 2021- 2032

Table 13: Asia Pacific - High Protein based Foods Market Outlook by Type, 2021- 2032

Table 14: Asia Pacific - High Protein based Foods Market Outlook by Country, 2021-2032

Table 15: South America- High Protein based Foods Market Outlook by Type, 2021-2032

Table 16: South America- High Protein based Foods Market Outlook by Country, 2021-2032

Table 17: Middle East and Africa - High Protein based Foods Market Outlook by Type, 2021- 2032

Table 18: Middle East and Africa - High Protein based Foods Market Outlook by Country, 2021- 2032

Table 19: Business Snapshots of Leading High Protein based Foods Companies

Table 20: Product Profiles of Leading High Protein based Foods Companies

Table 21: SWOT Profiles of Leading High Protein based Foods Companies

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