

Protein Supplements Market Size, Trends, Analysis, and Outlook By Source (Animal-based Protein Supplements (Whey, Casein, Egg, Fish), Plant-based Protein Supplements (Soy, Spirulina, Pumpkin Seeds, Wheat, Hemp, Rice, Pea)), By Product (Protein Powders, Protein Bars, RTD, Others), By Application (Sports Nutrition, Functional Foods), By Distribution Channel (Supermarkets, Online, DTC, Others), by Region, Country, Segment, and Companies, 2024-2030

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Abstracts

The global Protein Supplements market size is poised to register 8.74% growth (CAGR) from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Protein Supplements market By Source (Animal-based Protein Supplements (Whey, Casein, Egg, Fish), Plant-based Protein Supplements (Soy, Spirulina, Pumpkin Seeds, Wheat, Hemp, Rice, Pea)), By Product (Protein Powders, Protein Bars, RTD, Others), By Application (Sports Nutrition, Functional Foods), By Distribution Channel (Supermarkets, Online, DTC, Others).

The market for Protein Supplements is driven by the growing popularity of fitness and wellness trends, increasing consumer awareness of the importance of protein in the diet, and advancements in protein formulation and product innovation. Protein Supplements offer a convenient and efficient way to meet daily protein requirements, support muscle growth and recovery, and enhance athletic performance. With the rise of plant-based diets, the demand for alternative protein sources, and the expansion of the sports nutrition market, the protein supplements market is expected to continue growing, fueled by product diversification, marketing strategies targeting different

consumer demographics, and the introduction of novel ingredients and formulations to meet evolving consumer preferences..

Protein Supplements Market Drivers, Trends, Opportunities, and Growth Opportunities

This comprehensive study discusses the latest trends and the most pressing challenges for industry players and investors. The Protein Supplements market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Protein Supplements survey report provides the market size outlook across types, applications, and other segments across the world and regions. It provides data-driven insights and actionable recommendations for companies in the Protein Supplements industry.

Key market trends defining the global Protein Supplements demand in 2024 and Beyond

The industry continues to remain an attractive hub for opportunities for both domestic and global vendors. As the market evolves, factors such as emerging market dynamics, demand from end-user sectors, a growing patient base, changes in consumption patterns, and widening distribution channels continue to play a major role.

Protein Supplements Market Segmentation- Industry Share, Market Size, and Outlook to 2030

The Protein Supplements industry comprises a wide range of segments and sub-segments. The rising demand for these product types and applications is supporting companies to increase their investment levels across niche segments. Accordingly, leading companies plan to generate a large share of their future revenue growth from expansion into these niche segments. The report presents the market size outlook across segments to support Protein Supplements companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

Key strategies adopted by companies within the Protein Supplements industry

Leading Protein Supplements companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions in key regions. Further, companies are leveraging advanced technologies to unlock opportunities and achieve operational excellence. The report provides key strategies opted for by the top 10 Protein Supplements companies.

Protein Supplements Market Study- Strategic Analysis Review

The Protein Supplements market research report dives deep into the 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.

Protein Supplements Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Protein Supplements industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. Further, with actual data for 2023, the report forecasts the market size outlook from 2024 to 2030 in three case scenarios- low case, reference case, and high case scenarios.

Protein Supplements Country Analysis and Revenue Outlook to 2030

The report analyses 22 countries worldwide including the key driving forces and market size outlook from 2021 to 2030. In addition, region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America is included in the study. For each of the six regions, the market size outlook by segments is forecast for 2030.

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

The US continues to remain the market leader in North America, driven by a large consumer base, the presence of well-established providers, and a strong end-user industry demand. Leading companies focus on new product launches in the changing environment. The US economy is expected to grow in 2024 (around 2.2% growth in 2024), potentially driving demand for various Protein Supplements market segments. Similarly, Strong end-user demand is encouraging Canadian Protein Supplements companies to invest in niche segments. Further, as Mexico continues to strengthen its trade relations and invest in technological advancements, the Mexico Protein Supplements market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

Europe Protein Supplements Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities

The German industry remains the major market for companies in the European Protein Supplements 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 businesses in identifying and leveraging new growth prospects positions the European Protein Supplements market for an upward trajectory, fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and a keen understanding of consumer preferences.

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

The increasing prevalence of indications, robust healthcare expenditure, and increasing investments in healthcare infrastructure drive the demand for Protein Supplements in Asia Pacific. In particular, China, India, and South East Asian Protein Supplements markets present a compelling outlook for 2030, acting as a magnet for both domestic and multinational manufacturers 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 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 markets in the region.

Latin America Protein Supplements Market Size Outlook- Continued urbanization and

rising income levels

Rising income levels contribute to greater 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 Protein Supplements 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 Protein Supplements market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Protein Supplements.

Protein Supplements Market Company Profiles

The global Protein Supplements 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. Leading companies included in the study are Abbott Laboratories, AMCO Proteins, BPI Sports, BRF, CytoSport Inc, Dymatize Enterprises LLC, Gelita AG, Glanbia Plc, Hoogwegt, International Dehydrated Foods Inc, Iovate Health Sciences International Inc, Jym-Supplement-Science, MusclePharm, Now Foods, QuestNutrition LLC, Rousselot, RSP Nutrition, The Bountiful Company, Transparent Labs, Woodbolt Distribution LLC.

Recent Protein Supplements Market Developments

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

Protein Supplements Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2030 (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

Stationary 3D and 4D Ultrasound Devices

Portable 3D and 4D Ultrasound Devices

By Display

Color Ultrasound

B/W Ultrasound

By Portability

Trolley or Cart-Based Ultrasound Systems

Compact/Handheld Ultrasound Systems

Point-of-Pare (PoC) Ultrasound Systems

By Application

Radiology or General Imaging

Obstetrics or Gynecology

Cardiology

Urology

Vascular

Orthopedic and Musculoskeletal

Pain Management

Others

By End-User

Hospitals

Surgical Centers and Diagnostic Centers

Maternity Centers

Ambulatory Care Centers

Research and Academia

Others

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

AMCO Proteins

BPI Sports

BRF

CytoSport Inc

Dymatize Enterprises LLC

Gelita AG

Glanbia Plc

Hoogwegt

International Dehydrated Foods Inc

Iovate Health Sciences International Inc

Jym-Supplement-Science

MusclePharm

Now Foods

QuestNutrition LLC

Rousselot

RSP Nutrition

The Bountiful Company

Transparent Labs

Woodbolt Distribution Llc

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Contents

1. EXECUTIVE SUMMARY

- 1.1 Protein Supplements Market Overview and Key Findings, 2024
- 1.2 Protein Supplements Market Size and Growth Outlook, 2021- 2030
- 1.3 Protein Supplements Market Growth Opportunities to 2030
- 1.4 Key Protein Supplements Market Trends and Challenges
 - 1.4.1 Protein Supplements Market Drivers and Trends
 - 1.4.2 Protein Supplements Market Challenges
- 1.5 Competitive Landscape and Key Players
- 1.6 Competitive Analysis- Growth Strategies Adopted by Leading Protein Supplements Companies

2. PROTEIN SUPPLEMENTS MARKET SIZE OUTLOOK TO 2030

- 2.1 Protein Supplements Market Size Outlook, USD Million, 2021- 2030
- 2.2 Protein Supplements Incremental Market Growth Outlook, %, 2021- 2030
- 2.3 Segment Snapshot, 2024

3. PROTEIN SUPPLEMENTS MARKET- STRATEGIC ANALYSIS REVIEW

- 3.1 Porter's Five Forces Analysis
 - * Threat of New Entrants
 - * Threat of Substitutes
 - * Intensity of Competitive Rivalry
 - * Bargaining Power of Buyers
 - * Bargaining Power of Suppliers
- 3.2 Value Chain Analysis
- 3.3 SWOT Analysis

4. PROTEIN SUPPLEMENTS MARKET SEGMENTATION ANALYSIS AND OUTLOOK

- 4.1 Market Segmentation and Scope
- 4.2 Market Breakdown by Type, Application, and Other Segments, 2021-2030
 - By Type
 - Stationary 3D and 4D Ultrasound Devices
 - Portable 3D and 4D Ultrasound Devices

By Display

Color Ultrasound

B/W Ultrasound

By Portability

Trolley or Cart-Based Ultrasound Systems

Compact/Handheld Ultrasound Systems

Point-of-Pare (PoC) Ultrasound Systems

By Application

Radiology or General Imaging

Obstetrics or Gynecology

Cardiology

Urology

Vascular

Orthopedic and Musculoskeletal

Pain Management

Others

By End-User

Hospitals

Surgical Centers and Diagnostic Centers

Maternity Centers

Ambulatory Care Centers

Research and Academia

Others

4.3 Growth Prospects and Niche Opportunities, 2023- 2030

4.4 Regional comparison of Market Growth, CAGR, 2023-2030

5. REGION-WISE MARKET OUTLOOK TO 2030

5.1 Key Findings for Asia Pacific Protein Supplements Market, 2025

5.2 Asia Pacific Protein Supplements Market Size Outlook by Type, 2021- 2030

5.3 Asia Pacific Protein Supplements Market Size Outlook by Application, 2021- 2030

5.4 Key Findings for Europe Protein Supplements Market, 2025

5.5 Europe Protein Supplements Market Size Outlook by Type, 2021- 2030

5.6 Europe Protein Supplements Market Size Outlook by Application, 2021- 2030

5.7 Key Findings for North America Protein Supplements Market, 2025

5.8 North America Protein Supplements Market Size Outlook by Type, 2021- 2030

5.9 North America Protein Supplements Market Size Outlook by Application, 2021- 2030

5.10 Key Findings for South America Protein Supplements Market, 2025

5.11 South America Pacific Protein Supplements Market Size Outlook by Type, 2021-2030

5.12 South America Protein Supplements Market Size Outlook by Application, 2021-2030

5.13 Key Findings for Middle East and Africa Protein Supplements Market, 2025

5.14 Middle East Africa Protein Supplements Market Size Outlook by Type, 2021- 2030

5.15 Middle East Africa Protein Supplements Market Size Outlook by Application, 2021-2030

6. COUNTRY-WISE MARKET SIZE OUTLOOK TO 2030

6.1 US Protein Supplements Market Size Outlook and Revenue Growth Forecasts

6.2 US Protein Supplements Industry Drivers and Opportunities

6.3 Canada Market Size Outlook and Revenue Growth Forecasts

6.4 Canada Protein Supplements Industry Drivers and Opportunities

6.6 Mexico Market Size Outlook and Revenue Growth Forecasts

6.6 Mexico Protein Supplements Industry Drivers and Opportunities

6.7 Germany Market Size Outlook and Revenue Growth Forecasts

6.8 Germany Protein Supplements Industry Drivers and Opportunities

6.9 France Market Size Outlook and Revenue Growth Forecasts

6.10 France Protein Supplements Industry Drivers and Opportunities

6.11 UK Market Size Outlook and Revenue Growth Forecasts

6.12 UK Protein Supplements Industry Drivers and Opportunities

6.13 Spain Market Size Outlook and Revenue Growth Forecasts

6.14 Spain Protein Supplements Industry Drivers and Opportunities

6.16 Italy Market Size Outlook and Revenue Growth Forecasts

6.16 Italy Protein Supplements Industry Drivers and Opportunities

6.17 Rest of Europe Market Size Outlook and Revenue Growth Forecasts

6.18 Rest of Europe Protein Supplements Industry Drivers and Opportunities

6.19 China Market Size Outlook and Revenue Growth Forecasts

6.20 China Protein Supplements Industry Drivers and Opportunities

6.21 India Market Size Outlook and Revenue Growth Forecasts

6.22 India Protein Supplements Industry Drivers and Opportunities

6.23 Japan Market Size Outlook and Revenue Growth Forecasts

6.24 Japan Protein Supplements Industry Drivers and Opportunities

6.26 South Korea Market Size Outlook and Revenue Growth Forecasts

6.26 South Korea Protein Supplements Industry Drivers and Opportunities

6.27 Australia Market Size Outlook and Revenue Growth Forecasts

6.28 Australia Protein Supplements Industry Drivers and Opportunities

- 6.29 South East Asia Market Size Outlook and Revenue Growth Forecasts
- 6.30 South East Asia Protein Supplements Industry Drivers and Opportunities
- 6.31 Rest of Asia Pacific Market Size Outlook and Revenue Growth Forecasts
- 6.32 Rest of Asia Pacific Protein Supplements Industry Drivers and Opportunities
- 6.33 Brazil Market Size Outlook and Revenue Growth Forecasts
- 6.34 Brazil Protein Supplements Industry Drivers and Opportunities
- 6.36 Argentina Market Size Outlook and Revenue Growth Forecasts
- 6.36 Argentina Protein Supplements Industry Drivers and Opportunities
- 6.37 Rest of South America Market Size Outlook and Revenue Growth Forecasts
- 6.38 Rest of South America Protein Supplements Industry Drivers and Opportunities
- 6.39 Middle East Market Size Outlook and Revenue Growth Forecasts
- 6.40 Middle East Protein Supplements Industry Drivers and Opportunities
- 6.41 Africa Market Size Outlook and Revenue Growth Forecasts
- 6.42 Africa Protein Supplements Industry Drivers and Opportunities

7. PROTEIN SUPPLEMENTS MARKET OUTLOOK ACROSS SCENARIOS

- 7.1 Low Growth Case
- 7.2 Reference Growth Case
- 7.3 High Growth Case

8. PROTEIN SUPPLEMENTS COMPANY PROFILES

- 8.1 Profiles of Leading Protein Supplements Companies in the Market
- 8.2 Business Descriptions, SWOT Analysis, and Growth Strategies
- 8.3 Financial Performance and Key Metrics

Abbott Laboratories

AMCO Proteins

BPI Sports

BRF

CytoSport Inc

Dymatize Enterprises LLC

Gelita AG

Glanbia Plc

Hoogwegt

International Dehydrated Foods Inc

Iovate Health Sciences International Inc

Jym-Supplement-Science

MusclePharm

Now Foods
QuestNutrition LLC
Rousselot
RSP Nutrition
The Bountiful Company
Transparent Labs
Woodbolt Distribution LLC

9. APPENDIX

9.1 Scope of the Report
9.2 Research Methodology and Data Sources
9.3 Glossary of Terms
9.4 Market Definitions
9.5 Contact Information

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