

Protein Supplement Market Global Trends, Share, Growth, Opportunities and Forecast by 2025

Protein Supplement Market by Type, Form, Source, Distribution Channel, Gender and Age Group : Global Opportunity Analysis and Industry Forecast, 2018 - 2025

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EINPresswire.com/ -- Protein is an essential nutrient and second-most abundant substance present in the body after water. [Protein supplements](#) are concentrated sources of protein obtained from animals or plants that include dairy, eggs, wheat, soybean, pea, and others. They are present in three common forms, that is, powders, bars, and ready to

drink (RTD) liquids. Protein powder is one of the most common protein supplements, available in the market as protein concentrates, protein isolates, and protein hydrolysates. The concentrates consist of 60-80% protein and 20-30% fat & carbs; the isolates contain 90-95% protein; and hydrolysates boost the absorption of protein subsequently enhancing the muscle growth response to exercise. These products are consumed by individuals who strive to build muscle, increase & maintain body mass, or lose weight. Also, people take protein supplements to fulfill the necessary energy and vitamins needed through strenuous workouts as well as to compensate the nutrients & vitamins loss during reduced food intake.



Protein Supplement

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Protein Supplement Market by Type, Form, Source, Distribution Channel, Gender, and Age Group: Global Opportunity Analysis and Industry Forecast, 2018 - 2025,"the global protein supplement market size was \$4,908.9 million in 2017, and is projected to reach \$8,717.1 million by 2025, growing at a CAGR of 7.4% from 2018 to 2025. North America accounted for nearly 51.6% share of the protein supplement market in 2017.

The protein supplement manufacturers are investing heavily on innovation factor in the view of facilitating easy use and accessibility of various features introduced in the market by them. This is one of the influential factors in having a positive impact on the global protein supplement market forecast. Asia-Pacific countries such as China, India, Japan, and others, are the potential markets for the protein supplement market growth.

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Health benefits associated with consuming protein supplements and rise in fitness concerns among people in different regions drive the market. In addition, increase in number of fitness & training centers, surge in disposable income, and alarming rise in obesity rates also fuel the market growth. However, presence of cheap replacements and false claims coupled with negative publicity are expected to hamper the growth of the market during the forecast period. Rise in protein supplement demand from health-conscious young population of the developing nations as well as strengthening distribution channels in untapped regions are expected to provide numerous opportunities for expansion of the global protein supplement industry.

The key players profiled in this report include Abbott Laboratories, ABH Pharma Inc., Amway corporation, Glambia Plc., Glaxosmithkline Plc, General Nutrition Corporation (GNC Holdings Inc.), Herbalife International of America, Inc., Maker Nutrition LLC, Suppleform and Vitaco Health Limited.

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Key Findings Of The Protein Supplement Market:

Based on type, the whey protein segment accounted for around 38.2% of protein supplement market share in 2017, growing at a CAGR of 7.7% from 2018 to 2025. The soy protein segment accounted for around 22.3% market share, growing at a CAGR of 8.6% from 2018 to 2025.

Based on form, the powder segment accounted for 76.7% protein supplement market share of the market in 2017 and is expected to grow at the highest CAGR of 7.2%. RTD liquid segment occupied around 12.5% share of the market and is expected to grow at the highest CAGR of 9.0%.

Based on source, the animal segment accounted for 74.2% share of the market in 2017 and is expected to grow at the highest CAGR of 7.0%. The plant segment occupied around 25.8% share of the market and is expected to grow at the highest CAGR of 6.7%.

Based on gender, the male segment accounted for 61.9% share of the market in 2017 and is expected to grow at the highest CAGR of 7.0%. The female segment occupied around 38.5% share of the market share and is expected to grow at the highest CAGR of 6.6%.

Based on age group, the millennial segment accounted for 45.5% share of the market in 2017 and is expected to grow at the highest CAGR of 7.4%. The generation x segment occupied around

31.9% share of the market and is expected to grow at the highest CAGR of 6.8%.

Reasons to Buy This Protein Supplement Market Report:

- Mergers and acquisitions should be well-planned by identifying the best manufacturer.
- Sort new clients or possible partners into the demographic you're looking for.
- Suitable for providing dependable and high-quality data and analysis to assist your internal and external presentations.
- Develop tactical initiatives by gaining a better grasp of the areas in which huge corporations can intervene.
- To increase and grow business potential and reach, develop and plan licencing and licencing strategies by finding possible partners with the most appealing projects.
- Recognize newcomers with potentially strong product portfolios and devise effective counter-strategies to acquire a competitive edge.
- To develop effective R&D strategies, gather information, analysis, and strategic insight from competitors.

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Pawan Kumar, the CEO of Allied Market Research, is leading the organization toward providing high-quality data and insights. We are in professional corporate relations with various companies and this helps us in digging out market data that helps us generate accurate research data tables and confirms utmost accuracy in our market forecasting. Each and every data presented in the reports published by us is extracted through primary interviews with top officials from leading companies of domain concerned. Our secondary data procurement methodology includes deep online and offline research.

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