

# Nutritional Food and Drink Market Poised for Rapid Growth, Reaching \$320.7 Billion by 2032

Allied Market Research forecasts a robust CAGR of 12.1% from 2023 to 2032, driven by rising health awareness and innovative product developments.

WILMINGTON, NEW CASTLE, DELAWARE, UNITED STATES, July 3, 2024 /EINPresswire.com/ -- According to a new report published by Allied Market Research, titled, "[Nutritional Food and Drink Market](#)," The nutritional food and drink market size was valued at \$105.30 billion in 2022, and is estimated to reach \$320.7 billion by 2032, growing at a CAGR of 12.1% from 2023 to 2032.



Nutritional Food and Drink Market infographic 1

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Our report highlights a transformative shift towards healthier lifestyles, driving demand for nutritional products.”

*Allied Market Research*

Nutritional foods are high in nutrients and low in salt, sugar, carbohydrates, and others. They are low in calories and high in minerals and vitamins. Micronutrients, such as minerals and vitamins, are necessary for human health. They can also lower the risk of developing chronic illnesses. The body can absorb them adequately if the consumer gets them through meals. Nutrient-dense foods are

natural and unprocessed instead of synthetic, artificial, or chemically processed foods. In addition, nutrition drinks and shakes are specially formulated beverages that provide vitamins, minerals, fatty acids, and other vital nutrients.

One of the primary aspects driving the market growth is a rising inclination for healthy and active lifestyle. Furthermore, the increased consumer acceptance of protein supplements and the adoption of fitness in their lifestyles are likely to boost the nutritional food and drink market Opportunities. Consumer desire for nutritious goods including plant-based ingredients and

providing immunity-boosting benefits is also driving the market expansion. Furthermore, manufacturers' increased use of social media platforms such as YouTube and Instagram to promote their products is expected to drive demand for sports nutrition products. Online purchases of pharmaceutical and health items have increased by 9.0%, according to a survey performed by the United Nations Conference on Trade and Development and the Netcomm Suisse eCommerce Association.

Nutritional foods are used in different medical usage and supplement application. These products need to pass strict regulations of concerned agencies and provide a list of all the ingredients used to manufacture nutritional food products. The nutritional food manufacturing company should adhere to the given regulations to launch products in the market. These factors are anticipated to restraint the nutritional food and drink market growth during the forecast period.

Investment in R&D has led in the development of improved nutritional supplements aimed to improve athletic performance. Companies are continually developing in order to fulfil the special needs of athletes and fitness-conscious consumers. Many sports nutrition firms promote their products in collaboration with athletes, sports teams, and fitness influencers. These collaborations not only assist to sell nutritional products, but also aid to establish brand credibility and confidence among the fitness and sports communities. Wearable technology, which frequently includes apps and gadgets for tracking physical activity and health data, has been embraced by the sports and fitness industry. These technologies have enabled the incorporation of individualized nutrition advice using nutritional food and drink products. Sports nutrition products are no longer confined to specialty stores. They are now available in mainstream supermarkets and online marketplaces, making them more accessible to a wider range of consumers. These factors are anticipated to create several growth opportunities for the key players operating in the nutritional food and drink market in the upcoming years.

The nutritional food and drink market share is segmented on the basis of type and application, and region. By type, the market is divided into food (sugar & fat replacers, fiber-enriched products, nutritional supplements, and others) and drink (energy drinks, flavored & enhanced waters, juices, and others). By application, the market classified into healthcare, sports & fitness, and others. By region, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The report offers a comprehensive analysis of the global nutritional food and drink market trends by thoroughly studying different aspects of the market including major segments, market statistics, market dynamics, regional market outlook, investment opportunities, and top players working towards the growth of the market. The report also highlights on the present scenario and upcoming trends & developments that are contributing toward the growth of the market. Moreover, restraints and challenges that hold power to obstruct the market growth are also profiled in the report along with the Porter's five forces analysis of the market to elucidate factors such as competitive landscape, bargaining power of buyers and suppliers, threats of new players, and emergence of substitutes in the market.

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In recent years, there has been a significant shift towards health-conscious eating, with consumers increasingly prioritizing nutritional food and drink options. This trend is driven by a growing awareness of the link between diet and overall well-being, as well as a desire to prevent chronic diseases through healthier lifestyle choices. Nutritional food and drink products are designed to provide essential nutrients, support various health goals, and fit seamlessly into busy, modern lifestyles.

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Nutritional food and drink products typically focus on delivering balanced macronutrients (proteins, fats, and carbohydrates), as well as essential vitamins and minerals. Protein-rich products, such as shakes, bars, and snacks, are popular for their ability to support muscle growth and repair, making them a favorite among fitness enthusiasts. Functional beverages, fortified with vitamins, minerals, and other beneficial compounds, cater to a range of health needs, from boosting immunity to enhancing mental focus. Additionally, many of these products are designed to be low in added sugars and unhealthy fats, aligning with dietary guidelines that promote heart health and weight management.

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The market for nutritional food and drink is expanding rapidly, reflecting changing consumer preferences and lifestyles. Convenience and accessibility are key factors driving this growth, with busy individuals seeking quick and nutritious options that fit into their daily routines. Plant-based and clean-label products are particularly popular, as consumers become more conscious of environmental sustainability and ingredient transparency. The rise of personalized nutrition is another notable trend, with products tailored to individual dietary needs and health goals gaining traction. This is facilitated by advancements in technology, such as genetic testing and digital health platforms, which help consumers make informed choices about their nutrition.

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Despite the positive momentum, the nutritional food and drink industry faces several challenges. Ensuring product quality and efficacy while maintaining palatability and affordability is a complex task. Additionally, navigating regulatory landscapes and meeting varying standards for health claims can be challenging for manufacturers. However, continuous innovation in food technology and ingredient sourcing is helping to address these issues. Advances in protein extraction, natural sweeteners, and functional ingredients are enabling the creation of products that are both nutritious and enjoyable to consume. Furthermore, the use of sustainable packaging and eco-friendly production methods is becoming increasingly important as consumers demand more environmentally responsible options.

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The future of nutritional food and drink looks promising, with ongoing research and development aimed at improving product offerings and expanding their benefits. Personalized nutrition is expected to become more mainstream, driven by a deeper understanding of the human microbiome and the role of genetics in dietary needs. Functional foods and beverages that support mental health, gut health, and longevity are likely to see increased demand. As technology continues to evolve, the ability to track and optimize nutrition in real-time will empower consumers to take greater control of their health. The industry's focus on innovation, sustainability, and personalization will be key to meeting the evolving needs of health-conscious consumers.

Nutritional food and drink products are at the forefront of a health-conscious movement, offering convenient, effective, and enjoyable options for enhancing well-being. With a focus on quality, innovation, and personalization, the industry is well-positioned to continue its growth and make a positive impact on global health trends.

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The key players profiled in the nutritional food and drink market analysis report include Nestle, Abbott, Bayer AG, DUPONT, Amway, Health Food Manufacturers' Association, Glanbia Plc, Bionova, GSK plc, and Herbalife International of America, Inc.

The pandemic accelerated existing health and wellness trends, such as plant-based diets, healthy eating, and supplements. These trends have driven demand for a wide range of nutritional products. The closure of physical stores and concerns about in-person shopping led to increased online purchases of groceries and nutritional products. E-commerce platforms became the main distribution channel for these items.

Many companies in the nutritional food and beverage market reduced marketing and advertising activities due to budget constraints, affecting brand recognition and new product launches. The pandemic also brought regulatory challenges related to labeling, safety, and health claims for nutritional products.

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