

# Bone Broth Protein Market Size is expected to surpass US\$ 8 Mn through 2031

*Bone broth protein market volume stood at 131 tons in 2021, finds (TMR) in a recent study, the market is expected to reach ~US\$ 8 Mn by 2031, at a CAGR of 8.2%*

WILMINGTON, DE, UNITED STATES,  
December 17, 2024 /

EINPresswire.com/ -- The global [Bone Broth Protein Market](#) has witnessed

notable growth over the past decade, driven by increasing consumer demand for nutrient-dense and natural protein sources. Bone broth protein, derived from simmered animal bones and connective tissues, is gaining popularity due to its rich amino acid profile, collagen content, and overall health benefits. This protein type is extensively used in dietary supplements, sports nutrition, and functional foods, positioning it as a key product in the health and wellness industry.



## Market Size and Growth

The Bone Broth Protein Market is projected to grow at a robust CAGR from 2021 to 2031. The rising preference for clean-label and organic food products, coupled with increased awareness about bone and joint health, has significantly boosted the market. In 2021, the market was valued at 131 tons and is expected to reach US\$ 8 Mn by 2031.

## Key Growth Factors:

1. Rising demand for natural protein supplements.
2. Growing popularity of paleo and keto diets.
3. Increasing geriatric population and focus on bone health.
4. Expanding application in sports nutrition and functional food.

Discover Valuable Insights: Download the Report Sample -

[https://www.transparencymarketresearch.com/sample/sample.php?flag=S&rep\\_id=82143](https://www.transparencymarketresearch.com/sample/sample.php?flag=S&rep_id=82143)

## Market Segmentation

The market can be segmented based on service type, sourcing type, application, industry vertical, and region.

### By Service Type

- Powdered Bone Broth Protein
- Liquid Bone Broth Protein

### By Sourcing Type

- Chicken Bone Broth
- Beef Bone Broth
- Fish Bone Broth
- Others

### By Application

- Dietary Supplements
- Functional Food
- Sports Nutrition
- Cosmetic and Personal Care
- Others

### By Industry Vertical

- Food & Beverages
- Nutraceuticals
- Pharmaceuticals
- Personal Care

### By Region

- North America
- Europe
- Asia-Pacific
- Latin America
- Middle East & Africa

## Regional Analysis

### North America

North America dominates the global market, driven by high consumer awareness regarding bone broth's nutritional benefits. The region has a strong presence of health-conscious individuals and fitness enthusiasts, leading to increased demand for protein supplements.

### Europe

The European market is witnessing steady growth due to the rising preference for clean-label

and organic food products.

### Asia-Pacific

Asia-Pacific is expected to grow at the fastest CAGR during the forecast period, propelled by increasing disposable income, urbanization, and changing dietary patterns in countries like China, Japan, and India.

### Latin America and Middle East & Africa

These regions are emerging markets with untapped potential due to improving awareness of health supplements and increasing investment in health and wellness sectors.

□□□ □ □□□□ □□□□□□ □□□□□□□□: <https://www.transparencymarketresearch.com/latin-america-bone-broth-protein-market.html>

## Market Drivers and Challenges

### Drivers:

1. Health Benefits of Bone Broth Protein: High collagen and amino acid content supports gut health, joint health, and immunity.
2. Rising Health-Conscious Population: Increasing demand for natural, nutrient-dense supplements.
3. Growing Sports Nutrition Market: Athletes and fitness enthusiasts are driving demand for high-protein products.
4. Trend Towards Paleo and Keto Diets: Bone broth protein aligns with popular low-carb, high-protein diet trends.

### Challenges:

1. High Production Costs: The extraction and production process can be expensive.
2. Limited Awareness in Emerging Markets: Lack of awareness regarding bone broth protein benefits in underdeveloped regions.
3. Availability of Substitutes: Competition from plant-based proteins and other animal-based protein supplements.

## Market Trends

1. Clean-Label and Organic Products: Consumers are demanding chemical-free, non-GMO bone broth protein.
2. Innovative Flavors and Formulations: Brands are launching bone broth protein products in varied flavors and formulations to enhance palatability.
3. Increased Online Sales: E-commerce platforms are witnessing a surge in sales of dietary supplements, including bone broth protein.
4. Functional Food Applications: Growing incorporation of bone broth protein in energy bars, ready-to-drink beverages, and soups.

## Competitive Landscape

The Bone Broth Protein Market is moderately competitive, with key players focusing on innovation, product launches, and expansion strategies.

Key Market Players:

1. Ancient Nutrition
2. Organixx
3. Left Coast Performance
4. Vital Proteins
5. Kettle & Fire
6. Paleo Pro
7. Bare Bones Broth
8. BRU Broth
9. Nutraholics
10. Protein Essentials

These companies are investing in R&D to improve product formulations, ensuring higher quality and nutrient density.

## Future Outlook

The Bone Broth Protein Market is set for continued growth during the forecast period, fueled by increasing awareness of its health benefits, rising adoption in sports nutrition, and expanding functional food applications. Market players are expected to focus on innovation and geographic expansion to capture untapped opportunities.

Key Opportunities:

- Growing demand in Asia-Pacific and Latin America.
- Rising preference for organic and clean-label protein products.
- Expansion of e-commerce channels for product distribution.

## Key Market Study Points

1. The market is projected to grow at a robust CAGR from 2021 to 2031.
2. North America currently leads, but Asia-Pacific is expected to witness the fastest growth.
3. Dietary supplements and sports nutrition are the largest application segments.
4. Key drivers include rising consumer demand for natural protein and collagen-rich products.
5. High production costs and competition from plant-based proteins pose challenges.

Browse More Reports by TMR:

- [Banana Flour Market](#) – It is estimated to grow at a CAGR of 7.6% from 2024 to 2034 & expected to reach US\$ 2.0 Bn by the end of 2034

- [Frozen Seafood Market](#) – It is estimated to grow at a CAGR of 5.3% from 2023 to 2031 and reach US\$ 42.9 Bn by the end of 2031

#### About Us:

Transparency Market Research, a global market research company registered at Wilmington, Delaware, United States, provides custom research and consulting services. The firm scrutinizes factors shaping the dynamics of demand in various markets. The insights and perspectives on the markets evaluate opportunities in various segments. The opportunities in the segments based on source, application, demographics, sales channel, and end-use are analysed, which will determine growth in the markets over the next decade.

Our exclusive blend of quantitative forecasting and trends analysis provides forward-looking insights for thousands of decision-makers, made possible by experienced teams of Analysts, Researchers, and Consultants. The proprietary data sources and various tools & techniques we use always reflect the latest trends and information. With a broad research and analysis capability, Transparency Market Research employs rigorous primary and secondary research techniques in all of its business reports.

#### Contact Us:

Transparency Market Research Inc.  
CORPORATE HEADQUARTER DOWNTOWN,  
1000 N. West Street,  
Suite 1200, Wilmington, Delaware 19801 USA  
Tel: +1-518-618-1030  
USA - Canada Toll Free: 866-552-3453

Atil Chaudhari  
Transparency Market Research Inc.  
+1 518-618-1030  
[email us here](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/769652181>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.