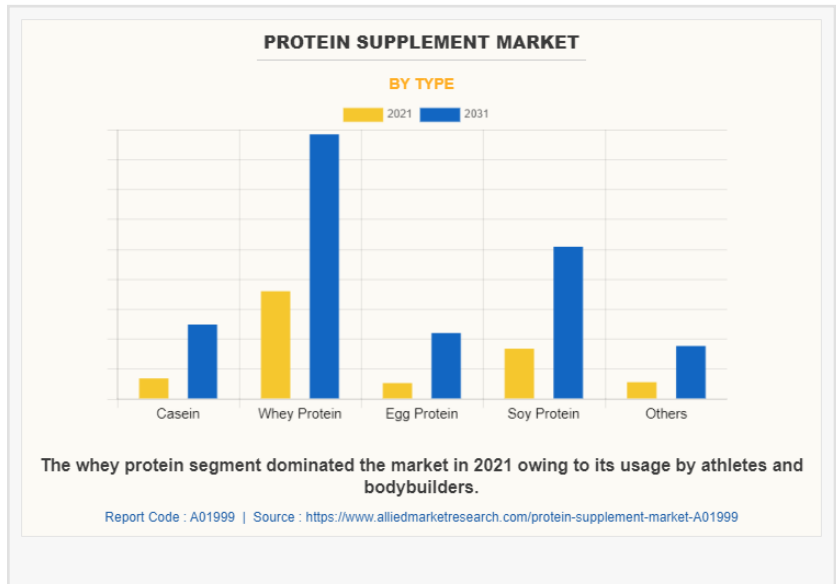


# Exploring the Potential Opportunities in the Protein Supplement Market, 2022-2031

WILMINGTON, DE, UNITED STATES, February 17, 2025 /EINPresswire.com/ -- Allied Market Research performed an in-depth study of the [protein supplement market](#) to discover the dynamics of the industry, segmentation analysis, key players, investment opportunities, regional growth, and developmental strategies. The report projects that the protein supplement industry, valued at \$23.9 billion in 2021, will garner \$50.7 billion by 2031, reflecting a CAGR of 7.8% over the forecast period. Furthermore, the research uses strategic analytical tools like the Porter's Five Forces framework to provide businesses with insights into key factors that influence customer purchasing decisions and industry growth.



## Market Dynamics

Increasing awareness regarding protein's important role in muscle growth and overall body recovery has fueled the requirement for protein supplements, which is a key driver of this industry. In addition, rising health concerns have boosted the daily dietary intake of these supplements, which is augmenting the market growth. However, the industry growth is often restrained by a lack of standardization that results in false claims and low-grade products. Moreover, possible side effects of the supplement intake like bloating & digestive issues reduce its consumption and hamper the industry development.

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On the contrary, rising sustainability, wellness, and food security concerns have brought forth the trend of alternative proteins, which is anticipated to present remunerative opportunities for the landscape. Alternative proteins, which replace traditional animal-based proteins, are gaining attention from those concerned about the environment, seeking fat-free protein options, or

following vegan or vegetarian diets.

## Regional Analysis of the Landscape

The report examines the protein supplement industry across North America, LAMEA, Europe, and Asia-Pacific. Among these, North America garners a major industry share due to its exponentially increasing health-conscious population that fuels the demand for protein supplements.

## Competitive Scenario

The leading players profiled in the protein supplement market study are:

Amway India Enterprises Pvt. Ltd.

Abbott

Glanbia plc.

Vitaco

GNC Holdings, LLC

Hormel Foods Corporation

The Hut.com

Iovate Health Science International

Otsuka Pharmaceutical

MuscleBlaze

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To gain a competitive edge in the competitive landscape, these players have adopted different developmental strategies such as product launches, acquisitions, agreements, and mergers & acquisitions.

## What Makes Allied Market Research Different?

AMR analysts adopt a comprehensive approach to deliver an elaborate, customized research

report that helps stakeholders understand the dynamics of the protein supplement market and identify their core strengths. The team of experts at AMR supports the study with statistics and informative graphics, which helps businesses maintain a competitive edge.

The extensive database about product innovations, latest trends, product applications, and potential opportunities in the sector assists the industry players in making informed decisions. AMR ensures to deliver the latest information tailored as per clients' requirements, guaranteeing their long-term success in this dynamic landscape.

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## Industry News

In March 2024, Perfect Snacks, a refrigerated protein bars manufacturer, rolled out a new flavor called Chocolate Brownie Perfect Bar. This organic & gluten-free brownie-flavored bar contains freshly ground peanut butter, cashew butter, cocoa, and dark chocolate chips. Its key distinguishers are that it is non-GMO, contains 20+ superfoods, and includes no added flavors or chemical additives.

Sports nutrition company, MyProtein introduced Iron Brute, a limited-edition new flavor of clear whey protein in December 2023. It is a no-sugar supplement with 20g hydrolyzed protein that has a Scottish taste and provides 81 kcal energy per serving.

To sum up, AMR's study on the protein supplement industry highlights all the key aspects of the market, providing investors, players, and stakeholders with the insights needed to understand the dynamics and make well-informed business decisions. The market forecast, player positions, and regional opportunities help businesses explore the industry and stay competitive.

Trending Reports:

[Global Sleep Aid Supplement Market](#)

[Global Biotin Supplement Market](#)

About Us:

Allied Market Research (AMR) is a full-service market research and business-consulting wing of Allied Analytics LLP based in Portland, Oregon. Allied Market Research provides global enterprises as well as medium and small businesses with unmatched quality of "Market Research Reports Insights" and "Business Intelligence Solutions." AMR has a targeted view to provide business insights and consulting to assist its clients to make strategic business decisions and achieve sustainable growth in their respective market domain.

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