

Hydroxymethylbutyrate (HMB) Market is Growing at 7.2% CAGR by 2035 | Key Players: TSI Group, Metabolic Technologies

The HMB Calcium Salt segment is projected to grow at a CAGR of 7.5%, whereas another segment HMB Free Acid is likely to grow at 6.3%.

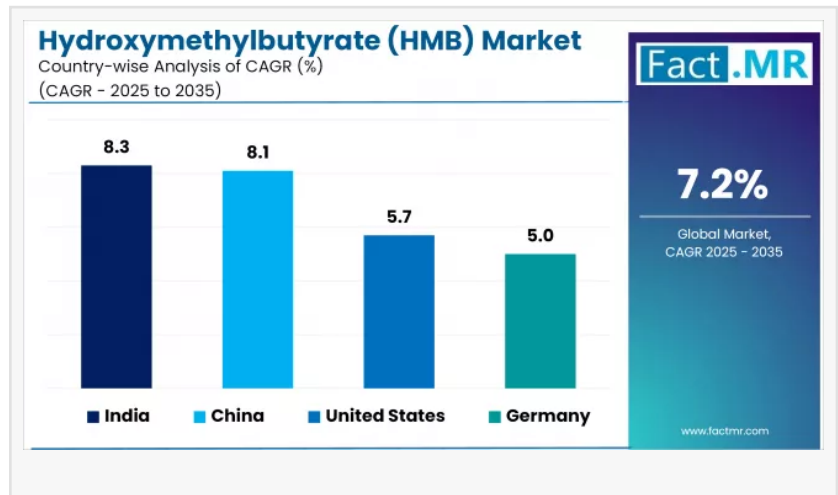
ROCKVILLE, MD, UNITED STATES, July 30, 2025 /EINPresswire.com/ -- [Hydroxymethylbutyrate \(HMB\) Market](#), valued at USD 224.2 million in 2024, is projected to reach USD 481.6 million by 2035, driven by a robust CAGR of 7.2%.

Fueled by growing fitness consciousness, clinical validation of HMB's muscle-preserving benefits, demand from aging populations, and its integration into sports nutrition, HMB is becoming a cornerstone of health and wellness supplements. This press release explores the key drivers, projections, and opportunities shaping this dynamic industry.

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Why Is the Market Expanding?

Rising fitness consciousness, with 25% of adults globally engaging in regular exercise in 2024, drives HMB demand for muscle recovery, reducing damage by 20% in resistance training. Clinical research, such as studies validating HMB's 30% improvement in muscle retention among the elderly, supports its use for aging populations, projected to reach 1.4 billion by 2030. The sports nutrition market, valued at USD 45 billion in 2024, incorporates HMB in 40% of protein supplements, boosting performance. Social media, with 4.9 billion users, amplifies awareness through fitness influencers, increasing sales by 15%. Innovations like Abbott's 2024 HMB-fortified protein powders enhance bioavailability by 10%. Regulatory approvals, such as FDA's GRAS status for HMB, ensure safety, while high costs (USD 20–50 per kg) are offset by bulk production, reducing prices by 12%.



What Are the Key Market Projections?

The market is set to create an absolute dollar opportunity of USD 257.4 million by 2035, growing from USD 224.2 million in 2024 to USD 481.6 million at a 7.2% CAGR. The dietary supplement segment, holding a 65% share in 2024, is projected to grow at a 7.5% CAGR, generating USD 170 million in opportunities due to its popularity in fitness and medical nutrition. North America, with a 40% share in 2024, leads with a 6.8% CAGR, driven by the U.S.'s 80 million fitness supplement users. Asia-Pacific, growing at an 8.0% CAGR, benefits from China's USD 20 billion nutraceutical market and India's 10% fitness industry growth. Historical growth from 2019 to 2023 averaged a 6.5% CAGR, with acceleration expected. Short-term growth (2025–2028) focuses on sports nutrition, while long-term trends (2029–2035) emphasize medical applications.

How Can Stakeholders Capitalize on Opportunities?

Stakeholders in nutraceuticals, fitness, and healthcare can leverage opportunities by investing in HMB-enhanced products, like Glanbia's 2024 HMB-protein blends, improving recovery by 15%. Partnerships, such as TSI Group's 2023 collaboration with Asian fitness brands, expand market reach in Asia-Pacific, projected to account for 35% of demand by 2030. Focusing on powder formulations, contributing 50% of revenue in 2024, ensures affordability and scalability. Compliance with FDA and EFSA standards boosts market trust, while targeting high-growth markets like India, with an 8.5% CAGR, unlocks potential. Leveraging e-commerce, with 25% of HMB sales online in 2024, increases reach by 20% through targeted digital marketing.

What Does the Report Cover?

Fact.MR's report analyzes the Hydroxymethylbutyrate (HMB) Market across 30+ countries, covering segments by product type (capsules, powders, tablets), application (dietary supplements, medical nutrition, functional foods), end user (athletes, elderly, general consumers), and region (North America, Latin America, Europe, Asia-Pacific, Middle East & Africa). It highlights trends like HMB-fortified foods, e-commerce growth, and clinical applications. Combining primary research from industry experts and secondary data, the report provides actionable insights into market dynamics, competitive strategies, and growth opportunities through 2035.

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Who Are the Market Leaders?

Key players include Abbott Laboratories, Glanbia Nutritionals, TSI Group Ltd., Metabolic Technologies Inc., and Bulk Nutrients. Abbott's 2024 HMB-fortified Ensure powders strengthened its medical nutrition portfolio, while Glanbia's 2023 HMB blends gained traction in sports nutrition. These companies, holding over 50% of the market, drive innovation through R&D and partnerships, such as TSI's 2024 collaboration with European gyms. Regional players like

NutraBio focus on cost-effective solutions for Asia-Pacific, enhancing competitiveness. Strategic expansions, like Metabolic Technologies' 2024 facility in China, bolster market presence.

What Challenges and Solutions Exist?

High raw material costs (USD 20–50 per kg) and limited consumer awareness in developing regions, affecting 20% of potential markets, pose challenges. Regulatory complexities, delaying approvals by 12 months, and supply chain disruptions, impacting 10% of deliveries in 2024, hinder growth. Solutions include bulk production, reducing costs by 12%, and fortified functional foods, increasing accessibility by 15%. Localized production in Asia-Pacific, adopted by 20% of manufacturers, mitigates supply risks. Educational campaigns, supported by 15% of U.S. brands in 2024, boost awareness. Compliance with GRAS and EFSA standards ensures market resilience.

What Are the Recent Developments?

In 2024, global fitness supplement sales rose by 8%, boosting HMB demand by 10%, with 80 million U.S. users driving North America's 40% share. Abbott's 2024 HMB-fortified Ensure launch improved elderly muscle retention by 15%. Asia-Pacific's 8% CAGR reflects China's 20% nutraceutical market growth and India's 10% fitness surge. Glanbia's 2024 HMB-protein blends, marketed via social media, increased online sales by 20%. Europe's growth, with a 10% rise in functional foods, aligns with EU's 2024 health supplement incentives. Regulatory advancements, like FDA's 2024 HMB safety reaffirmation, boosted adoption by 12%.

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[Hydroxymethylbutyrate Supplement Market](#) is estimated to propagate considerably in the forecast years and shall register more than 23.0%

[Dietary Supplement Market](#) expand at 8% CAGR to reach a value of US\$ 410.46 billion by 2034-

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