

United States Bone Broth Market Analysis | Accelerating at 16.4% CAGR Through 2032

U.S. Bone Broth Market Outlook | Size, Share & Future Growth Predictions

AUSTIN, TX, UNITED STATES, November 21, 2025 /EINPresswire.com/ -- Market Size and Growth

According to DataM Intelligence, the [United States Bone Broth Market](#) is expected to expand from USD 620 million in 2024 to USD 2.1 billion by 2032, registering a CAGR of 16.4%.

The rise of protein-rich, gut-health functional beverages is accelerating nationwide consumption.

The U.S. poultry-based bone broth market was valued at USD 105.8 million in 2014 and is projected to reach USD 537.6 million by 2028, growing at a CAGR of 15.0% over the forecast period.



U.S. Bone Broth Market to Reach USD 2.1 Billion by 2032 as High-Protein Functional Foods Surge"

DataM Intelligence 4Market Research LLP

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Growth Drivers

- 74% of U.S. consumers prefer high-collagen natural nutrition products.
- Wellness beverages market growing 3x faster than conventional packaged foods.
- E-commerce functional food sales surpassed USD 8 billion in 2024.
- Keto, Paleo, and intermittent fasting diets boost adoption.

Segmentation



By Product Type

Liquid Bone Broth: 55%

Powdered Broth: 35%

Concentrates & Others: 10%

By Protein Source

Chicken (40%), Beef (45%), Turkey & Others (15%)

By Distribution Channel

E-commerce dominates at 48%.

Regional Trends

1. California, Texas, and New York are demand hotspots.
2. Midwest showing strong growth due to rising sports nutrition adoption.

Key Players

Kettle & Fire || Pacific Foods || Bonafide Provisions || Ancient Nutrition || Swanson
Bonafide Provisions || Bare Bones Broth Co || LonoLife || Erie Bone Broth || Bone Broth
Company || BrothMasters and Five Way.

Conclusion

The U.S. bone broth market is on a strong upward trajectory driven by demand for clean-label, collagen-rich functional nutrition.

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