

# Analysis Report on the Size, Share, and Trends of the Seed Protein Supplements Market by Product

*The Business Research Company's Seed Protein Supplements Global Market Report 2025 - Market Size, Trends, And Global Forecast 2025-2034*

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/EINPresswire.com/ -- [The seed protein supplements sector](#) has been

witnessing significant expansion lately, driven by changing dietary habits and increased consumer awareness about health and sustainability. With a growing shift toward plant-based nutrition and the booming sports nutrition industry, this market is set for continued robust growth. Below is a detailed look at the market's size, key growth factors, prominent regions, and emerging trends shaping its future.



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## Current Size and Projected Growth of the [Seed Protein Supplements](#) Market

The seed protein supplements market has experienced rapid growth in recent years and is projected to continue on this trajectory. Market value is expected to rise from \$1.71 billion in 2024 to \$1.91 billion in 2025, reflecting a strong compound annual growth rate (CAGR) of 11.9%. During the historical period, this growth was driven by the expanding sports nutrition market, a surge in veganism, a

dietary shift from calorie-dense foods to protein-rich options, growing consumer preference for plant-based alternatives, and increasing online sales of protein products.

Looking ahead, the market is anticipated to reach \$2.96 billion by 2029, maintaining a CAGR of 11.6%. This forecasted growth is supported by the expansion of e-commerce channels, favorable government policies on plant-based labeling, broader adoption in vegan supplements and energy bars, as well as increased investments and collaborations in food technology. Key trends expected to influence the market include innovations in seed protein extraction and formulation,



integration of seed proteins into functional foods, the use of digital technologies and AI in production and distribution, strategic partnerships for global distribution, and the development of novel seed protein blends.

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### What Seed Protein Supplements Are and Their Benefits

Seed protein supplements are derived from the protein content of various seeds such as hemp, pumpkin, sunflower, and watermelon. These products offer a concentrated source of plant-based protein that supports overall health, muscle maintenance, and general wellness. Often incorporated into daily diets, they help boost protein intake while promoting sustainable and natural nutrition, making them attractive to consumers seeking healthier and environmentally friendly alternatives.

### Key Influences Driving Growth in the Seed Protein Supplements Market

The growing popularity of veganism and plant-based diets is a [major driver for the seed protein supplements market](#). These dietary patterns reduce or eliminate animal products in favor of plant-derived foods such as seeds, nuts, legumes, and grains. Rising health awareness has led many consumers to choose plant-based nutrition to lower the risk of chronic diseases such as cardiovascular conditions and diabetes.

As more people adopt these lifestyles, demand for high-quality, concentrated plant protein sources like seed protein supplements increases. For example, Veganuary, a UK-based nonprofit promoting veganism through its annual campaign, reported an increase in official participants from 629,000 in 2022 to 706,965 in 2023. This upward trend in veganism encourages greater use of seed protein supplements to meet nutritional needs.

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### Regional Leadership in the Seed Protein Supplements Market

In 2024, North America held the largest share of the seed protein supplements market. The market report also covers other key regions including Asia-Pacific, Western Europe, Eastern Europe, South America, the Middle East, and Africa. While North America currently leads, other regions are expected to gain traction as consumer interest in plant-based nutrition grows globally.

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