

Global Ready-to-Drink (RTD) Protein Beverages Market - Industry Trends and Forecast to 2030

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Report description:

The global ready-to-drink (RTD) protein beverages market is expected to reach USD 2,486.08 million by 2030 from USD 1,523.97 million in 2022, growing at a CAGR of 6.4% in the forecast period of 2023 to 2030.

Market Segmentation

Global Ready-to-Drink (RTD) Protein Beverages Market, By Product Type (Energy Beverages, Juice Beverages, Protein Shakes, Plant-Based Milk Beverages, Weight Management Beverages, Clinical Beverages, and Others), Source (Animal-Based and Plant-Based), Flavor (Orange, Mango, Strawberry, Mixed Fruit, Pineapple, Lemon, Raspberry, Original/Regular, Watermelon, Blueberry, Fruit Punch, Mocha, Green Apple, Cherry, Herbal, Aloe Vera, and Others), Calorie Count (Low Calories, High Calories, and Zero Calorie), Consumers (Gym Enthusiast, Athletes, and Regular Consumer), Claim (Preservatives Free, Gluten Free, Non-GMO, Fat Free, All of the Above Claims, and Others), Sugar Count (Low Sugar, High Sugar, and Zero Sugar), Packaging Type (Bottles, Cans, and Cartons), Packaging Size (201-300 ml, 301-400 ml, 401-500 ml, More than 500 ml, 101-200 ml, and Less than 100 ml), Distribution Channel (Non-Store Retailers and Store Based Retailers), Country (U.S., Canada, Mexico, Germany, U.K., Italy, France, Spain, Switzerland, Netherlands, Belgium, Russia, Turkey, Rest of Europe, Japan, China, South Korea, India, Vietnam, Australia, Singapore, Thailand, Indonesia, Malaysia, Philippines, Rest of Asia-Pacific, Brazil, Argentina, Rest of South America, South Africa, Egypt, U.A.E., Saudi Arabia, Kuwait, and Rest of Middle East and Africa) - Industry Trends and Forecast to 2030

Market Dynamics

Drivers

- Rising trend of convenience and on-the-go lifestyles
- Increasing trend of healthy and protein-rich diets

Restraints

- Price sensitivity of various products
- Availability of other protein substitutes

Opportunities

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- Diversified range of beverages in various flavors and packaging
- Rising demand for vegan and plant-based drinks

Market Players

Some of the key market players operating in the global ready-to-drink (RTD) protein beverages market are:

- USN - Ultimate Sports Nutrition
- QNT SA
- Bolthouse Farms, Inc.
- Huel Limited
- Upbeat Drinks Ltd
- UFIT High Protein Drinks
- Shakes & Snacks
- KRUGER GROUP
- GRENADE [UK] LIMITED
- Nestle
- PepsiCo
- Abbott
- Optimum Nutrition
- Danone S.A.
- BELLRING BRANDS, INC. (BRBR)
- Jake Nutritionals B.V.
- Amway Corp
- Organicobeverages
- AQUATEIN
- Nutramino
- The Alternative Company

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