



Euromonitor
International

The Age of Proteinmaxxing and the Future of Protein Demand

June 2026

EXECUTIVE SUMMARY

Why read this report?

Key findings

INTRODUCTION

High-protein products are a three trillion-dollar market globally

HOW FAR CAN PROTEIN GO?

“High-protein” is a growth engine for an industry otherwise finding growth difficult

High-protein foods are only a small portion of a wider protein universe

Protein has made itself into the virtuous macro at the expense of carbs and fats

The average consumer is probably already getting all the protein they need

The debate about the amount of protein will expand to the quality of proteins

People do not view their current consumption levels as being very high

Too many products work only in the context of proteinmaxxing

Protein will need to prioritise less-processed formats for long-term success

The price premium will prove an increasing liability as food prices rise

Summary: Factors that will bring about the fall of proteinmaxxing

LONG-TERM SOURCES OF DEMAND

There will be four long-term drivers of protein demand that strategies can be based on

Most global protein demand will come out of basic formats in developing markets

Long-term shifts in fitness trends are favouring resistance training

Growing numbers of long-term GLP-1 users will adopt more protein-centric diets

A growing older cohort will have distinctive protein needs

Sustainability: A new dawn for plant-based meat alternatives?

Supplements will take their own path detached from food and beverage products

Euromonitor's Consumer Health expert on protein supplementation

Thinking beyond ingestible human products provides additional long-term options

BEYOND PROTEIN

The next protein will have to accomplish the things that protein is used for today

Does fibre have what it takes to become the next protein?

Creatine is a logical evolution for fitness-positioned food and beverage products

Testosterone-boosting is becoming a more mainstream concern

Women-specific fitness is also a major growth space

Peptides are the future for those interested in a more transgressive take on wellness

CONCLUSION

Recommendations/Opportunities for growth

The evolution of protein demand

Questions we are asking

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/the-age-of-proteinmaxxing-and-the-future-of-protein-demand/report.