

Qura Creatine Launches to Bring Innovation and Supply Security to Creatine Market

25 March 2026 | News

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Qura Creatine, a challenger ingredient brand offering a unique combination of ultra-purity, solubility and transparency, is promising a “long overdue” alternative in the market for premium creatine monohydrate.

As well as rapidly growing, the global creatine supplements market is diversifying. In addition to traditional benefits for performance, creatine consumers are now targeting areas like brain health, cognition and women’s health, and seeking modern product formats.

But despite its increasingly broad customer base, the B2B market for premium creatine is currently dominated by a single player. For many years, brands and formulators seeking high-purity creatine monohydrate backed by comprehensive documentation had to rely on a well-known German supplier.

The launch of Qura Creatine, a next-generation creatine monohydrate, is set to disrupt this status quo. It promises not just a credible alternative to the current market leader, reducing risks resulting from supply shortages, but also a step change in the category.

Designed for brands seeking to exceed consumer expectations and offer innovative new formats, Qura Creatine is built on three pillars:

Ultra-purity: Qura Creatine offers the highest purity currently available on the market (>99.95 per cent as supported by independent verification).

Transparency: Each batch is fully traceable and independently tested in the EU and USA to support safety, provide anti-doping assurance, and meet global regulatory requirements.

Solubility: Modern creatine delivery systems like stick packs and beverages require high solubility. Unlike traditional creatine monohydrate products, Qura Creatine is specially engineered for excellent solubility and rapid dispersion.

Michael Hekking, Co-Founder of Qura Creatine, said: “With demand for high-quality creatine rocketing and consumers crying out for innovative new products, it’s unsustainable for the market to be a near-monopoly. Qura Creatine will introduce long overdue choice in a segment that has been static for too long, reducing the risk of supply being unable to keep up with demand. But more than that, its combination of purity, effortless solubility, transparency and independent verification represents an evolutionary leap forward in the category. We’re going to redefine what ‘premium creatine’ truly means.”•