

# Potato Protein Market by Type (Isolate, Concentrate and Hydrolyzed), Application (Animal Feed, Bakery & Confectionery, Meat, Supplements and Others),: Global Opportunity Analysis and Industry Forecast, 2021–2027

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## Abstracts

The Potato Protein market size was valued at \$596.8 million in 2019, and is estimated to reach \$822.6 million by 2027, registering a CAGR of 7.3% from 2021 to 2027.

Potato protein has been gaining considerable popularity among consumer owing to its high nutritional value and benefits such as improved digestive health, strength, and controlled blood sugar. Furthermore, based on dry weight, the protein content in potatoes is similar to that of cereals, thereby making potato proteins a favorable substitute to other protein sources. Potato proteins are used to fortify bakery products as well as other products industrially. Growing advancement in the food and feed is likely to favor the growth of the potato protein market during the forecast period. For instance, introduction of effective methods of protein isolation that limit protein denaturation and functionality loss are playing a vital role in enhancing the production of potato protein commercially.

In 2019, Europe has gained major share in potato protein market accounted for more than 37.9% of the global share. Asia Pacific projected to be the fastest-growing regional market from 2021 to 2027, owing to growing disposable income and health consciousness among people, especially in developing countries including China, and India.

However, a lack of awareness among consumers and a reason to stop the increase in complexity in potato protein production hinders the growth for the potato protein market

during the forecast period.

The report segments the global Potato Protein market into type, application, and region. Depending on type, the market is classified into isolates, concentrates, and hydrolysates. The applications covered in the study include animal feed, bakery & confectionery, meat, supplements, and others. Region wise, it is analyzed across North America (the U.S., Canada, and Mexico), Europe (Germany, France, UK, Poland, Netherland, Rest of Europe), Asia-Pacific (China, India, Japan, Australia, Rest of Asia-Pacific), and LAMEA (Latin America, the Middle East, and Africa). The key players in the potato protein market include Avebe, Kemin Industries, Inc., Royal Cosun, KMC Ingredients, Tereos, Roquette Freres, PEPEES Group, Agrana, Bioriginal Food & Science Corp., and Meelunie B.V.

## KEY BENEFITS FOR STAKEHOLDERS

The study provides an in-depth analysis of the global potato protein market, with current and future trends to elucidate the imminent investment pockets in the market.

The report provides information regarding drivers, restraints, and opportunities with impact analysis.

A quantitative analysis from 2019 to 2027 is provided to showcase the financial competency of the market.

Porter's five forces model of the industry illustrates competitiveness of the market by analyzing various parameters such as threat of new entrants, threat of substitutes, bargaining power of the buyers, and bargaining power of the suppliers operating in the market.

Value chain analysis in the report provides a clear understanding of the roles of stakeholders involved in the value chain.

Competitive intelligence highlights business practices followed by leading market players across various regions.

## KEY MARKET SEGMENTS

### By Type

Isolate

Concentrate

Hydrolyzed

### By Application

Animal Feed

Bakery & Confectionery

Meat

Supplements

Others

### By Region

North America

U.S.

Canada

Mexico

Europe

Germany

France

UK

Poland

Netherland

Rest of Europe

Asia-Pacific

China

India

Japan

Australia

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

## Contents

### CHAPTER 1:INTRODUCTION

- 1.1.Report description
- 1.2.Key benefits for stakeholders
- 1.3.Key market segments
- 1.4.Research methodology
  - 1.4.1.Primary research
  - 1.4.2.Secondary research
  - 1.4.3.Analyst tools and models

### CHAPTER 2:EXECUTIVE SUMMARY

- 2.1.Key findings of the study
  - 2.1.1.Top investment pocket
- 2.2.CXO perspective

### CHAPTER 3:MARKET OVERVIEW

- 3.1.Market definition and scope
- 3.2.Key forces shaping the global potato protein market
  - 3.2.1.Bargaining power of suppliers
  - 3.2.2.Bargaining power of buyers
  - 3.2.3.Threat of substitution
  - 3.2.4.Threat of new entrants
  - 3.2.5.Intensity of competitive rivalry
- 3.3.Market dynamics
  - 3.3.1.Drivers
    - 3.3.1.1.Surge in demand for plant-based protein sources
    - 3.3.1.2.Rise in consumer demand for allergen-free foods
    - 3.3.1.3.Increase in need for potato protein in animal feed formulations
  - 3.3.2.Restrictant
    - 3.3.2.1.High cost of production
    - 3.3.2.2.Limited application in food industry
  - 3.3.3.Opportunities
    - 3.3.3.1.Increase in demand for organic potato protein
    - 3.3.3.2.Rise in awareness of potato protein in developing countries
- 3.4.Impact of COVID-19 on the potato protein market

### 3.5.Pricing analysis

#### 3.5.1.North America

#### 3.5.2.Europe

#### 3.5.3.Asia-Pacific

#### 3.5.4.LAMEA

## **CHAPTER 4:POTATO PROTEIN MARKET, BY TYPE**

### 4.1.Overview

#### 4.1.1.Market size and forecast

### 4.2.Isolates

#### 4.2.1.Key market trends, growth factors, and opportunities

#### 4.2.2.Market size and forecast

#### 4.2.3.Market analysis by country

### 4.3.Concentrate

#### 4.3.1.Key market trends, growth factors, and opportunities

#### 4.3.2.Market size and forecast

#### 4.3.3.Market analysis by country

### 4.4.Hydrolyzed

#### 4.4.1.Key market trends, growth factors, and opportunities

#### 4.4.2.Market size and forecast

#### 4.4.3.Market analysis by country

## **CHAPTER 5:POTATO PROTEIN MARKET, BY APPLICATION**

### 5.1.Overview

#### 5.1.1.Market size and forecast

### 5.2.Animal feed

#### 5.2.1.Key market trends, growth factors, and opportunities

#### 5.2.2.Market size and forecast

#### 5.2.3.Market analysis by country

### 5.3.Bakery & confectionery

#### 5.3.1.Key market trends, growth factors, and opportunities

#### 5.3.2.Market size and forecast

#### 5.3.3.Market analysis by country

### 5.4.Meat

#### 5.4.1.Key market trends, growth factors, and opportunities

#### 5.4.2.Market size and forecast

#### 5.4.3.Market analysis by country

## 5.5. Supplements

5.5.1. Key market trends, growth factors, and opportunities

5.5.2. Market size and forecast

5.5.3. Market analysis by country

## 5.6. Others

5.6.1. Key market trends, growth factors, and opportunities

5.6.2. Market size and forecast

5.6.3. Market analysis by country

## **CHAPTER 6: POTATO PROTEIN MARKET, BY REGION**

### 6.1. Overview

6.1.1. Market size and forecast

### 6.2. North America

6.2.1. Key market trends, growth factors, and opportunities

6.2.2. Market size and forecast by country

6.2.3. Market size and forecast by type

6.2.4. Market size and forecast by application

6.2.5. U.S.

6.2.5.1. Market size and forecast, by type

6.2.5.2. Market size and forecast, by application

6.2.6. Canada

6.2.6.1. Market size and forecast, by type

6.2.6.2. Market size and forecast, by application

6.2.7. Mexico

6.2.7.1. Market size and forecast, by type

6.2.7.2. Market size and forecast, by application

### 6.3. Europe

6.3.1. Key market trends, growth factors, and opportunities

6.3.2. Market size and forecast by country

6.3.3. Market size and forecast by type

6.3.4. Market size and forecast by application

6.3.5. Germany

6.3.5.1. Market size and forecast, by type

6.3.5.2. Market size and forecast, by application

6.3.6. France

6.3.6.1. Market size and forecast, by type

6.3.6.2. Market size and forecast, by application

6.3.7. UK

- 6.3.7.1. Market size and forecast, BY TYPE
- 6.3.7.2. Market size and forecast, by application
- 6.3.8. Poland
  - 6.3.8.1. Market size and forecast, by type
  - 6.3.8.2. Market size and forecast, by application
- 6.3.9. Netherland
  - 6.3.9.1. Market size and forecast, by type
  - 6.3.9.2. Market size and forecast, by application
- 6.3.10. Rest of Europe
  - 6.3.10.1. Market size and forecast, by type
  - 6.3.10.2. Market size and forecast, by application
- 6.4. Asia-Pacific
  - 6.4.1. Key market trends, growth factors, and opportunities
  - 6.4.2. Market size and forecast, by type
    - 6.4.2.1. Market size and forecast, by application
  - 6.4.3. Market size and forecast by country
  - 6.4.4. China
    - 6.4.4.1. Market size and forecast, by type
    - 6.4.4.2. Market size and forecast, by application
  - 6.4.5. India
    - 6.4.5.1. Market size and forecast, by type
    - 6.4.5.2. Market size and forecast, by application
  - 6.4.6. Japan
    - 6.4.6.1. Market size and forecast, by type
    - 6.4.6.2. Market size and forecast, by application
  - 6.4.7. Australia
    - 6.4.7.1. Market size and forecast, by type
    - 6.4.7.2. Market size and forecast, by application
  - 6.4.8. Rest of Asia-Pacific
    - 6.4.8.1. Market size and forecast, by type
    - 6.4.8.2. Market size and forecast, by application
- 6.5. LAMEA
  - 6.5.1. Key market trends, growth factors, and opportunities
  - 6.5.2. Market size and forecast by country
  - 6.5.3. Market size and forecast by type
  - 6.5.4. Market size and forecast, by application
  - 6.5.5. Latin America
    - 6.5.5.1. Market size and forecast by type
    - 6.5.5.2. Market size and forecast, by application



#### 6.5.6.Middle East

6.5.6.1.Market size and forecast by type

6.5.6.2.Market size and forecast, by application

#### 6.5.7.Africa

6.5.7.1.Market size and forecast by type

6.5.7.2.Market size and forecast, by application

### **CHAPTER 7:COMPETITIVE LANDSCAPE**

7.1.Top winning strategies

7.2.Competitive dashboard

7.3.Competitive heatmap

7.4.Key developments

7.4.1.Partnership

7.4.2.Business expansion

7.4.3.Joint venture

7.4.4.Acquisition

7.4.5.Product launch

### **CHAPTER 8:COMPANY PROFILES**

#### 8.1.AGRANA

8.1.1.Company overview

8.1.2.Key executive

8.1.3.Company snapshot

8.1.4.Operating business segments

8.1.5.Product portfolio

8.1.6.R&D expenditure

8.1.7.Business performance

8.1.8.Key strategic moves and developments

#### 8.2.AVEBE

8.2.1.Company overview

8.2.2.Key executive

8.2.3.Company snapshot

8.2.4.Operating business segments

8.2.5.Product portfolio

8.2.6.Business performance

8.2.7.Key strategic moves and developments

#### 8.3.BIORIGINAL FOOD & SCIENCE CORP

- 8.3.1. Company overview
- 8.3.2. Company snapshot
- 8.3.3. Operating business segments
- 8.3.4. Product portfolio
- 8.4. CO-OPERATIVE ROYAL COSUN U.A. (AVIKO B.V.)
  - 8.4.1. Company overview
  - 8.4.2. Key executive
  - 8.4.3. Company snapshot
  - 8.4.4. Operating business segments
  - 8.4.5. Product portfolio
  - 8.4.6. R&D expenditure
  - 8.4.7. Business performance
  - 8.4.8. Key strategic moves and developments
- 8.5. KEMIN INDUSTRIES INC.
  - 8.5.1. Company overview
  - 8.5.2. Company snapshot
  - 8.5.3. Operating business segments
  - 8.5.4. Product portfolio
  - 8.5.5. Key strategic moves and developments
- 8.6. KMC INGREDIENTS
  - 8.6.1. Company overview
  - 8.6.2. Key executive
  - 8.6.3. Company snapshot
  - 8.6.4. Operating business segments
  - 8.6.5. Product portfolio
- 8.7. MEELUNIE B.V.
  - 8.7.1. Company overview
  - 8.7.2. Company snapshot
  - 8.7.3. Operating business segments
  - 8.7.4. Product portfolio
- 8.8. PEPEES S.A.
  - 8.8.1. Company overview
  - 8.8.2. Key executive
  - 8.8.3. Company snapshot
  - 8.8.4. Operating business segments
  - 8.8.5. Product portfolio
  - 8.8.6. Business performance
- 8.9. ROQUETTE FR?RES S.A.
  - 8.9.1. Company overview

- 8.9.2. Company snapshot
- 8.9.3. Operating business segments
- 8.9.4. Product portfolio
- 8.9.5. Key strategic moves and developments
- 8.10. TEREOS SCA
  - 8.10.1. Company overview
  - 8.10.2. Key executive
  - 8.10.3. Company snapshot
  - 8.10.4. Operating business segments
  - 8.10.5. Product portfolio
  - 8.10.6. Business performance
  - 8.10.7. Key strategic moves and developments

## List Of Tables

### LIST OF TABLES

TABLE 01.GLOBAL POTATO PROTEIN MARKET, BY TYPE, 2019–2027 (\$MILLION)

TABLE 02.POTATO PROTEIN ISOLATE MARKET, BY REGION, 2019–2027 (\$MILLION)

TABLE 03.POTATO PROTEIN CONCENTRATE MARKET, BY REGION, 2019–2027 (\$MILLION)

TABLE 04.HYRDOLYZED POTATO PROTEIN MARKET, BY REGION, 2019–2027 (\$MILLION)

TABLE 05.GLOBAL POTATO PROTEIN MARKET, BY APPLICATION, 2019–2027 (\$MILLION)

TABLE 06.POTATO PROTEIN MARKET REVENUE FOR ANIMAL FEED, BY REGION, 2019–2027 (\$MILLION)

TABLE 07.GLOBAL POTATO PROTEIN MARKET REVENUE FOR BAKERY AND CONFECTIONERY, BY REGION, 2019–2027 (\$MILLION)

TABLE 08.GLOBAL POTATO PROTEIN MARKET REVENUE FOR MEAT, BY REGION, 2019–2027 (\$MILLION)

TABLE 09.GLOBAL POTATO PROTEIN MARKET REVENUE FOR SUPPLEMENTS, BY REGION, 2019–2027 (\$MILLION)

TABLE 10.GLOBAL POTATO PROTEIN MARKET REVENUE FOR OTHER APPLICATIONS, BY REGION, 2019–2027 (\$MILLION)

TABLE 11.GLOBAL POTATO PROTEIN MARKET, BY REGION, 2019–2027 (\$MILLION)

TABLE 12.NORTH AMERICA POTATO PROTEIN MARKET, BY COUNTRY, 2019–2027 (\$MILLION)

TABLE 13.NORTH AMERICA POTATO PROTEIN MARKET, BY TYPE, 2019–2027(\$MILLION)

TABLE 14.NORTH AMERICA POTATO PROTEIN MARKET, BY APPLICATION, 2019–2027 (\$MILLION)

TABLE 15.U.S.POTATO PROTEIN MARKET, BY TYPE, 2019–2027 (\$MILLION)

TABLE 16.U.S.POTATO PROTEIN MARKET, BY APPLICATION, 2019–2027 (\$MILLION)

TABLE 17.U.S. POTATO PROTEIN MARKET FOR ANIMAL FEED BY TYPE 2019-2027 (\$MILLION)

TABLE 18.U.S. POTATO PROTEIN MARKET FOR BAKERY AND CONFECTIONERY BY TYPE 2019-2027, (\$MILLION)

TABLE 19.U.S. POTATO PROTEIN MARKET FOR MEAT BY TYPE 2019-2027,

(\$MILLION)

TABLE 20.U.S. POTATO PROTEIN MARKET FOR SUPPLEMENTS BY TYPE  
2019-2027, (\$MILLION)

TABLE 21.U.S. POTATO PROTEIN MARKET FOR OTHERS BY TYPE 2019-2027,  
(\$MILLION)

TABLE 22.CANADA POTATO PROTEIN MARKET, BY TYPE, 2019–2027 (\$MILLION)

TABLE 23.CANADA POTATO PROTEIN MARKET, BY APPLICATION, 2019–2027  
(\$MILLION)

TABLE 24.CANADA POTATO PROTEIN MARKET FOR ANIMAL FEED BY TYPE  
2019-2027, (\$MILLION)

TABLE 25.CANADA POTATO PROTEIN MARKET FOR BAKERY AND  
CONFECTIONERY BY TYPE 2019-2027, (\$MILLION)

TABLE 26.CANADA POTATO PROTEIN MARKET FOR MEAT BY TYPE 2019-2027,  
(\$MILLION)

TABLE 27.CANADA POTATO PROTEIN MARKET FOR SUPPLEMENTS BY TYPE  
2019-2027, (\$MILLION)

TABLE 28.CANADA POTATO PROTEIN MARKET FOR OTHERS BY TYPE  
2019-2027, (\$MILLION)

TABLE 29.MEXICO POTATO PROTEIN MARKET, BY TYPE, 2019–2027 (\$MILLION)

TABLE 30.MEXICO POTATO PROTEIN MARKET, BY APPLICATION, 2019–2027  
(\$MILLION)

TABLE 31.MEXICO POTATO PROTEIN MARKET FOR ANIMAL FEED BY TYPE  
2019-2027, (\$MILLION)

TABLE 32.MEXICO POTATO PROTEIN MARKET FOR BAKERY AND  
CONFECTIONERY BY TYPE 2019-2027, (\$MILLION)

TABLE 33.MEXICO POTATO PROTEIN MARKET FOR MEAT BY TYPE 2019-2027,  
(\$MILLION)

TABLE 34.MEXICO POTATO PROTEIN MARKET FOR SUPPLEMENTS BY TYPE  
2019-2027, (\$MILLION)

TABLE 35.MEXICO POTATO PROTEIN MARKET FOR OTHERS BY TYPE  
2019-2027, (\$MILLION)

TABLE 36.EUROPE POTATO PROTEIN MARKET, BY COUNTRY, 2019–2027  
(\$MILLION)

TABLE 37.EUROPE POTATO PROTEIN MARKET, BY TYPE, 2019–2027 (\$MILLION)

TABLE 38.EUROPE POTATO PROTEIN MARKET, BY TYPE, 2019–2027 (MT)

TABLE 39.EUROPE POTATO PROTEIN MARKET, BY APPLICATION, 2019–2027  
(\$MILLION)

TABLE 40.EUROPE POTATO PROTEIN MARKET, BY APPLICATION, 2019–2027  
(MT)

- TABLE 41.GERMANY POTATO PROTEIN MARKET, BY TYPE, 2019–2027 (\$MILLION)
- TABLE 42.GERMANY POTATO PROTEIN MARKET, BY TYPE, 2019–2027 (MT)
- TABLE 43.GERMANY POTATO PROTEIN MARKET, BY APPLICATION, 2019–2027 (\$MILLION)
- TABLE 44.GERMANY POTATO PROTEIN MARKET, BY APPLICATION, 2019–2027 (MT)
- TABLE 45.GERMANY POTATO PROTEIN MARKET FOR ANIMAL FEED BY TYPE 2019-2027, (\$MILLION)
- TABLE 46.GERMANY POTATO PROTEIN MARKET FOR BAKERY AND CONFECTIONERY BY TYPE 2019-2027, (\$MILLION)
- TABLE 47.GERMANY POTATO PROTEIN MARKET FOR MEAT BY TYPE 2019-2027, (\$MILLION)
- TABLE 48.GERMANY POTATO PROTEIN MARKET FOR SUPPLEMENTS BY TYPE 2019-2027, (\$MILLION)
- TABLE 49.GERMANY POTATO PROTEIN MARKET FOR OTHERS BY TYPE 2019-2027, (\$MILLION)
- TABLE 50.FRANCE POTATO PROTEIN MARKET, BY TYPE, 2019–2027 (\$MILLION)
- TABLE 51.FRANCE POTATO PROTEIN MARKET, BY TYPE, 2019–2027 (MT)
- TABLE 52.FRANCE POTATO PROTEIN MARKET, BY APPLICATION, 2019–2027 (\$MILLION)
- TABLE 53.FRANCE POTATO PROTEIN MARKET, BY APPLICATION, 2019–2027 (MT)
- TABLE 54.FRANCE POTATO PROTEIN MARKET FOR ANIMAL FEED BY TYPE 2019-2027, (\$MILLION)
- TABLE 55.FRANCE POTATO PROTEIN MARKET FOR BAKERY AND CONFECTIONERY BY TYPE 2019-2027, (\$MILLION)
- TABLE 56.FRANCE POTATO PROTEIN MARKET FOR MEAT BY TYPE 2019-2027, (\$MILLION)
- TABLE 57.FRANCE POTATO PROTEIN MARKET FOR SUPPLEMENTS BY TYPE 2019-2027, (\$MILLION)
- TABLE 58.FRANCE POTATO PROTEIN MARKET FOR OTHERS BY TYPE 2019-2027, (\$MILLION)
- TABLE 59.UK POTATO PROTEIN MARKET, BY TYPE, 2019–2027 (\$MILLION)
- TABLE 60.UK POTATO PROTEIN MARKET, BY TYPE, 2019–2027 (MT)
- TABLE 61.UK POTATO PROTEIN MARKET, BY APPLICATION, 2019–2027 (\$MILLION)
- TABLE 62.UK POTATO PROTEIN MARKET, BY APPLICATION, 2019–2027 (MT)
- TABLE 63.UK POTATO PROTEIN MARKET FOR ANIMAL FEED BY TYPE 2019-2027,

(\$MILLION)

TABLE 64.UK POTATO PROTEIN MARKET FOR BAKERY AND CONFECTIONERY BY TYPE 2019-2027, (\$MILLION)

TABLE 65.UK POTATO PROTEIN MARKET FOR MEAT BY TYPE 2019-2027, (\$MILLION)

TABLE 66.UK POTATO PROTEIN MARKET FOR SUPPLEMENTS BY TYPE 2019-2027, (\$MILLION)

TABLE 67.UK POTATO PROTEIN MARKET FOR OTHERS BY TYPE 2019-2027, (\$MILLION)

TABLE 68.POLAND POTATO PROTEIN MARKET, BY TYPE, 2019–2027 (\$MILLION)

TABLE 69.POLAND POTATO PROTEIN MARKET, BY TYPE, 2019–2027 (MT)

TABLE 70.POLAND POTATO PROTEIN MARKET, BY APPLICATION, 2019–2027 (\$MILLION)

TABLE 71.POLAND POTATO PROTEIN MARKET, BY APPLICATION, 2019–2027 (MT)

TABLE 72.POLAND POTATO PROTEIN MARKET FOR ANIMAL FEED BY TYPE 2019-2027, (\$MILLION)

TABLE 73.POLAND POTATO PROTEIN MARKET FOR BAKERY AND CONFECTIONERY BY TYPE 2019-2027, (\$MILLION)

TABLE 74.POLAND POTATO PROTEIN MARKET FOR MEAT BY TYPE 2019-2027, (\$MILLION)

TABLE 75.POLAND POTATO PROTEIN MARKET FOR SUPPLEMENTS BY TYPE 2019-2027, (\$MILLION)

TABLE 76.POLAND POTATO PROTEIN MARKET FOR OTHERS BY TYPE 2019-2027, (\$MILLION)

TABLE 77.NETHERLAND POTATO PROTEIN MARKET, BY TYPE, 2019–2027 (\$MILLION)

TABLE 78.NETHERLAND POTATO PROTEIN MARKET, BY TYPE, 2019–2027 (MT)

TABLE 79.NETHERLAND POTATO PROTEIN MARKET, BY APPLICATION, 2019–2027 (\$MILLION)

TABLE 80.NETHERLAND POTATO PROTEIN MARKET, BY APPLICATION, 2019–2027 (MT)

TABLE 81.NETHERLANDS POTATO PROTEIN MARKET FOR ANIMAL FEED BY TYPE 2019-2027, (\$MILLION)

TABLE 82.NETHERLANDS POTATO PROTEIN MARKET FOR BAKERY AND CONFECTIONERY BY TYPE 2019-2027, (\$MILLION)

TABLE 83.NETHERLANDS POTATO PROTEIN MARKET FOR MEAT BY TYPE 2019-2027, (\$MILLION)

TABLE 84.NETHERLANDS POTATO PROTEIN MARKET FOR SUPPLEMENTS BY



TYPE 2019-2027, (\$MILLION)

TABLE 85. NETHERLANDS POTATO PROTEIN MARKET FOR OTHERS BY TYPE 2019-2027, (\$MILLION)

TABLE 86. REST OF EUROPE POTATO PROTEIN MARKET, BY TYPE, 2019–2027 (\$MILLION)

TABLE 87. REST OF EUROPE POTATO PROTEIN MARKET, BY TYPE, 2019–2027 (MT)

TABLE 88. REST OF EUROPE POTATO PROTEIN MARKET, BY APPLICATION, 2019–2027 (\$MILLION)

TABLE 89. REST OF EUROPE POTATO PROTEIN MARKET, BY APPLICATION, 2019–2027 (MT)

TABLE 90. REST OF EUROPE POTATO PROTEIN MARKET FOR ANIMAL FEED BY TYPE 2019-2027, (\$MILLION)

TABLE 91. REST OF EUROPE POTATO PROTEIN MARKET FOR BAKERY AND CONFECTIONERY BY TYPE 2019-2027, (\$MILLION)

TABLE 92. REST OF EUROPE POTATO PROTEIN MARKET FOR MEAT BY TYPE 2019-2027, (\$MILLION)

TABLE 93. REST OF EUROPE POTATO PROTEIN MARKET FOR SUPPLEMENTS BY TYPE 2019-2027, (\$MILLION)

TABLE 94. REST OF EUROPE POTATO PROTEIN MARKET FOR OTHERS BY TYPE 2019-2027, (\$MILLION)

TABLE 95. ASIA-PACIFIC POTATO PROTEIN MARKET BY TYPE, 2019-2027 (\$MILLION)

TABLE 96. ASIA-PACIFIC POTATO PROTEIN MARKET, BY APPLICATION, 2019–2027 (\$MILLION)

TABLE 97. ASIA-PACIFIC POTATO PROTEIN MARKET, BY COUNTRY, 2019-2027 (\$MILLION)

TABLE 98. CHINA POTATO PROTEIN MARKET, BY TYPE, 2019–2027 (\$MILLION)

TABLE 99. CHINA POTATO PROTEIN MARKET, BY APPLICATION, 2019–2027 (\$MILLION)

TABLE 100. CHINA POTATO PROTEIN MARKET FOR ANIMAL FEED BY TYPE 2019-2027, (\$MILLION)

TABLE 101. CHINA POTATO PROTEIN MARKET FOR BAKERY AND CONFECTIONERY BY TYPE 2019-2027, (\$MILLION)

TABLE 102. CHINA POTATO PROTEIN MARKET FOR MEAT BY TYPE 2019-2027, (\$MILLION)

TABLE 103. CHINA POTATO PROTEIN MARKET FOR SUPPLEMENTS BY TYPE 2019-2027, (\$MILLION)

TABLE 104. CHINA POTATO PROTEIN MARKET FOR OTHERS BY TYPE 2019-2027,



(\$MILLION)

TABLE 105.INDIA POTATO PROTEIN MARKET BY TYPE, 2019-2027 (\$MILLION)

TABLE 106.INDIA POTATO PROTEIN MARKET, BY APPLICATION, 2019–2027  
(\$MILLION)

TABLE 107.INDIA POTATO PROTEIN MARKET FOR ANIMAL FEED BY TYPE  
2019-2027, (\$MILLION)

TABLE 108.INDIA POTATO PROTEIN MARKET FOR BAKERY AND  
CONFECTIONERY BY TYPE 2019-2027, (\$MILLION)

TABLE 109.INDIA POTATO PROTEIN MARKET FOR MEAT BY TYPE 2019-2027,  
(\$MILLION)

TABLE 110.INDIA POTATO PROTEIN MARKET FOR SUPPLEMENTS BY TYPE  
2019-2027, (\$MILLION)

TABLE 111.INDIA POTATO PROTEIN MARKET FOR OTHERS BY TYPE 2019-2027,  
(\$MILLION)

TABLE 112.JAPAN POTATO PROTEIN MARKET BY TYPE, 2019-2027 (\$MILLION)

TABLE 113.JAPAN POTATO PROTEIN MARKET, BY APPLICATION, 2019–2027  
(\$MILLION)

TABLE 114.JAPAN POTATO PROTEIN MARKET FOR ANIMAL FEED BY TYPE  
2019-2027, (\$MILLION)

TABLE 115.JAPAN POTATO PROTEIN MARKET FOR BAKERY AND  
CONFECTIONERY BY TYPE 2019-2027, (\$MILLION)

TABLE 116.JAPAN POTATO PROTEIN MARKET FOR MEAT BY TYPE 2019-2027,  
(\$MILLION)

TABLE 117.JAPAN POTATO PROTEIN MARKET FOR SUPPLEMENTS BY TYPE  
2019-2027, (\$MILLION)

TABLE 118.JAPAN POTATO PROTEIN MARKET FOR OTHERS BY TYPE 2019-2027,  
(\$MILLION)

TABLE 119.AUSTRALIA POTATO PROTEIN MARKET BY TYPE, 2019-2027  
(\$MILLION)

TABLE 120.AUSTRALIA POTATO PROTEIN MARKET, BY APPLICATION, 2019–2027  
(\$MILLION)

TABLE 121.AUSTRALIA POTATO PROTEIN MARKET FOR ANIMAL FEED BY TYPE  
2019-2027, (\$MILLION)

TABLE 122.AUSTRALIA POTATO PROTEIN MARKET FOR BAKERY AND  
CONFECTIONERY BY TYPE 2019-2027, (\$MILLION)

TABLE 123.AUSTRALIA POTATO PROTEIN MARKET FOR MEAT BY TYPE  
2019-2027, (\$MILLION)

TABLE 124.AUSTRALIA POTATO PROTEIN MARKET FOR SUPPLEMENTS BY  
TYPE 2019-2027, (\$MILLION)

TABLE 125.AUSTRALIA POTATO PROTEIN MARKET FOR OTHERS BY TYPE  
2019-2027, (\$MILLION)

TABLE 126.REST OF ASIA-PACIFIC POTATO PROTEIN MARKET BY TYPE,  
2019-2027 (\$MILLION)

TABLE 127.REST OF ASIA-PACIFIC GLOBAL POTATO PROTEIN MARKET, BY  
APPLICATION, 2019–2027 (\$MILLION)

TABLE 128.REST OF ASIA-PACIFIC POTATO PROTEIN MARKET FOR ANIMAL  
FEED BY TYPE 2019-2027, (\$MILLION)

TABLE 129.REST OF ASIA-PACIFIC POTATO PROTEIN MARKET FOR BAKERY  
AND CONFECTIONERY BY TYPE 2019-2027, (\$MILLION)

TABLE 130.REST OF ASIA-PACIFIC POTATO PROTEIN MARKET FOR MEAT BY  
TYPE 2019-2027, (\$MILLION)

TABLE 131.REST OF ASIA-PACIFIC POTATO PROTEIN MARKET FOR  
SUPPLEMENTS BY TYPE 2019-2027, (\$MILLION)

TABLE 132.REST OF ASIA-PACIFIC POTATO PROTEIN MARKET FOR OTHERS BY  
TYPE 2019-2027, (\$MILLION)

TABLE 133.LAMEA POTATO PROTEIN MARKET, BY COUNTRY, 2019–2027  
(\$MILLION)

TABLE 134.LAMEA POTATO PROTEIN MARKET BY TYPE, 2019-2027 (\$MILLION)

TABLE 135.LAMEA POTATO PROTEIN MARKET, BY APPLICATION, 2019–2027  
(\$MILLION)

TABLE 136.LATIN AMERICA POTATO PROTEIN MARKET BY TYPE, 2019-2027  
(\$MILLION)

TABLE 137.LATIN AMERICA POTATO PROTEIN MARKET, BY APPLICATION,  
2019–2027 (\$MILLION)

TABLE 138.LATIN AMERICA POTATO PROTEIN MARKET FOR ANIMAL FEED BY  
TYPE 2019-2027, (\$MILLION)

TABLE 139.LATIN AMERICA POTATO PROTEIN MARKET FOR BAKERY AND  
CONFECTIONERY BY TYPE 2019-2027, (\$MILLION)

TABLE 140.LATIN AMERICA POTATO PROTEIN MARKET FOR MEAT BY TYPE  
2019-2027, (\$MILLION)

TABLE 141.LATIN AMERICA POTATO PROTEIN MARKET FOR SUPPLEMENTS BY  
TYPE 2019-2027, (\$MILLION)

TABLE 142.LATIN AMERICA POTATO PROTEIN MARKET FOR OTHERS BY TYPE  
2019-2027, (\$MILLION)

TABLE 143.MIDDLE EAST POTATO PROTEIN MARKET BY TYPE, 2019-2027  
(\$MILLION)

TABLE 144.MIDDLE EAST POTATO PROTEIN MARKET, BY APPLICATION,  
2019–2027 (\$MILLION)

TABLE 145.MIDDLE EAST POTATO PROTEIN MARKET FOR ANIMAL FEED BY TYPE 2019-2027, (\$MILLION)

TABLE 146.MIDDLE EAST POTATO PROTEIN MARKET FOR BAKERY AND CONFECTIONERY BY TYPE 2019-2027, (\$MILLION)

TABLE 147.MIDDLE EAST POTATO PROTEIN MARKET FOR MEAT BY TYPE 2019-2027, (\$MILLION)

TABLE 148.MIDDLE EAST POTATO PROTEIN MARKET FOR SUPPLEMENTS BY TYPE 2019-2027, (\$MILLION)

TABLE 149.MIDDLE EAST POTATO PROTEIN MARKET FOR OTHERS BY TYPE 2019-2027, (\$MILLION)

TABLE 150.AFRICA POTATO PROTEIN MARKET BY TYPE, 2019-2027 (\$MILLION)

TABLE 151.AFRICA POTATO PROTEIN MARKET, BY APPLICATION, 2019–2027 (\$MILLION)

TABLE 152.AFRICA POTATO PROTEIN MARKET FOR ANIMAL FEED BY TYPE 2019-2027, (\$MILLION)

TABLE 153.AFRICA POTATO PROTEIN MARKET FOR BAKERY AND CONFECTIONERY BY TYPE 2019-2027, (\$MILLION)

TABLE 154.AFRICA POTATO PROTEIN MARKET FOR MEAT BY TYPE 2019-2027, (\$MILLION)

TABLE 155.AFRICA POTATO PROTEIN MARKET FOR SUPPLEMENTS BY TYPE 2019-2027, (\$MILLION)

TABLE 156.AFRICA POTATO PROTEIN MARKET FOR OTHERS BY TYPE 2019-2027, (\$MILLION)

TABLE 157.AGRANA SCIENTIFIC: KEY EXECUTIVE

TABLE 158.AGRANA SCIENTIFIC: COMPANY SNAPSHOT

TABLE 159.AGRANA: OPERATING SEGMENTS

TABLE 160.AGRANA: PRODUCT PORTFOLIO

TABLE 161.AGRANA: R&D EXPENDITURE, 2016–2018 (\$MILLION)

TABLE 162.AGRANA: NET SALES, 2016–2018 (\$MILLION)

TABLE 163.AVEBE: KEY EXECUTIVES

TABLE 164.AVEBE: COMPANY SNAPSHOT

TABLE 165.AVEBE: OPERATING SEGMENTS

TABLE 166.AVEBE: PRODUCT PORTFOLIO

TABLE 167.AVEBE: NET SALES, 2016–2018 (\$MILLION)

TABLE 168.BIORIGINAL FOOD & SCIENCE CORP: COMPANY SNAPSHOT

TABLE 169.BIORIGINAL FOOD & SCIENCE CORP: PRODUCT CATEGORIES

TABLE 170.BIORIGINAL FOOD & SCIENCE CORP: PRODUCT PORTFOLIO

TABLE 171.ROYAL COSUN: KEY EXECUTIVE

TABLE 172.ROYAL COSUN: COMPANY SNAPSHOT

TABLE 173.ROYAL COSUN: OPERATING SEGMENTS

TABLE 174.ROYAL COSUN: PRODUCT PORTFOLIO

TABLE 175.ROYAL COSUN: R&D EXPENDITURE, 2017–2018 (\$MILLION)

TABLE 176.ROYAL COSUN: NET SALES, 2016–2018 (\$MILLION)

TABLE 177.KEMIN: COMPANY SNAPSHOT

TABLE 178.KEMIN: OPERATING SEGMENTS

TABLE 179.KEMIN: PRODUCT PORTFOLIO

TABLE 180.KEMIN: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 181.KMC INGREDIENTS: KEY EXECUTIVE

TABLE 182.KMC INGREDIENTS: COMPANY SNAPSHOT

TABLE 183.KMC INGREDIENTS: SEGMENTS

TABLE 184.KMC INGREDIENTS: PRODUCT PORTFOLIO

TABLE 185.MEELUNIE B. V.: COMPANY SNAPSHOT

TABLE 186.MEELUNIE B. V.: PRODUCT CATEGORIES

TABLE 187.MEELUNIE B. V.: PRODUCT PORTFOLIO

TABLE 188.PEPEES S.A.: KEY EXECUTIVE

TABLE 189.PEPEES S.A.: COMPANY SNAPSHOT

TABLE 190.PEPEES S.A.: PRODUCT CATEGORIES

TABLE 191.PEPEES S.A.: PRODUCT PORTFOLIO

TABLE 192.PEPEES S.A.: NET SALES, 2016–2018 (\$MILLION)

TABLE 193.ROQUETTE FR?RES S.A.: COMPANY SNAPSHOT

TABLE 194.ROQUETTE FR?RES S.A: OPERATING SEGMENTS

TABLE 195.ROQUETTE FR?RES S.A.: PRODUCT PORTFOLIO

TABLE 196.ROQUETTE FR?RES S.A.: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 197.TEREOS SCA: KEY EXECUTIVES

TABLE 198.TEREOS SCA: COMPANY SNAPSHOT

TABLE 199.TEREOS SCA: OPERATING DIVISIONS

TABLE 200.TEREOS SCA: BRAND PORTFOLIO

TABLE 201.TEREOS SCA: NET SALES, 2017–2019 (\$MILLION)

## List Of Figures

### LIST OF FIGURES

FIGURE 01.KEY MARKET SEGMENTS

FIGURE 02.GLOBAL POTATO PROTEIN MARKET SNAPSHOT

FIGURE 03.TOP INVESTMENT POCKETS

FIGURE 04.BARGAINING POWER OF SUPPLIERS

FIGURE 05.BARGAINING POWER OF BUYERS

FIGURE 06.THREAT OF SUBSTITUTION

FIGURE 07.THREAT OF NEW ENTRANTS

FIGURE 08.INTENSITY OF COMPETITIVE RIVALRY

FIGURE 09.NORTH AMERICA PRICING ANALYSIS FOR 2019 (USD/KG)

FIGURE 10.EUROPE PRICING ANALYSIS FOR 2019 (USD/KG)

FIGURE 11.ASIA-PACIFIC PRICING ANALYSIS FOR 2019 (USD/KG)

FIGURE 12.LAMEA PRICING ANALYSIS FOR 2019 (USD/KG)

FIGURE 13.GLOBAL POTATO PROTEIN MARKET SHARE, BY TYPE, 2019(%)

FIGURE 14.COMPARATIVE SHARE ANALYSIS OF POTATO PROTEIN ISOLATE MARKET, BY COUNTRY, 2019 & 2027 (%)

FIGURE 15.COMPARATIVE SHARE ANALYSIS OF POTATO PROTEIN CONCENTRATE MARKET, BY COUNTRY, 2019 & 2027 (%)

FIGURE 16.COMPARATIVE SHARE ANALYSIS OF HYDROLYZED POTATO PROTEIN MARKET, BY COUNTRY, 2019 & 2027 (%)

FIGURE 17.GLOBAL POTATO PROTEIN MARKET SHARE, BY APPLICATION, 2019 (%)

FIGURE 18.COMPARATIVE SHARE ANALYSIS OF POTATO PROTEIN MARKET FOR ANIMAL FEED, BY COUNTRY, 2019 & 2027 (%)

FIGURE 19.COMPARATIVE SHARE ANALYSIS OF BAKERY AND CONFECTIONERY, BY COUNTRY, 2019 & 2027 (%)

FIGURE 20.COMPARATIVE SHARE ANALYSIS OF MEAT, BY COUNTRY, 2019 & 2027 (%)

FIGURE 21.COMPARATIVE SHARE ANALYSIS OF SUPPLEMENTS, BY COUNTRY, 2019 & 2027 (%)

FIGURE 22.COMPARATIVE SHARE ANALYSIS OF OTHER APPLICATIONS, BY COUNTRY, 2019 & 2027 (%)

FIGURE 23.POTATO PROTEIN MARKET SHARE, BY REGION, 2019(%)

FIGURE 24.U.S. POTATO PROTEIN MARKET, 2019–2027 (\$MILLION)

FIGURE 25.CANADA POTATO PROTEIN MARKET, 2019–2027 (\$MILLION)

FIGURE 26.MEXICO POTATO PROTEIN MARKET, 2019–2027 (\$MILLION)

- FIGURE 27.GERMANY POTATO PROTEIN MARKET, 2019-2027 (\$MILLION)
- FIGURE 28.FRANCE POTATO PROTEIN MARKET, 2019-2027 (\$MILLION)
- FIGURE 29.UK POTATO PROTEIN MARKET, 2019-2027 (\$MILLION)
- FIGURE 30.POLAND POTATO PROTEIN MARKET, 2019-2027 (\$MILLION)
- FIGURE 31.NETHERLAND POTATO PROTEIN MARKET, 2019-2027 (\$MILLION)
- FIGURE 32.REST OF EUROPE POTATO PROTEIN MARKET, 2019-2027 (\$MILLION)
- FIGURE 33.CHINA POTATO PROTEIN MARKET, 2019-2027 (\$MILLION)
- FIGURE 34.INDIA POTATO PROTEIN MARKET, 2019-2027 (\$MILLION)
- FIGURE 35.JAPAN POTATO PROTEIN MARKET, 2019-2027 (\$MILLION)
- FIGURE 36.AUSTRALIA POTATO PROTEIN MARKET, 2019-2027 (\$MILLION)
- FIGURE 37.REST OF ASIA-PACIFIC POTATO PROTEIN MARKET, 2019-2027 (\$MILLION)
- FIGURE 38.LATIN AMERICA POTATO PROTEIN MARKET, 2019-2027 (\$MILLION)
- FIGURE 39.MIDDLE EAST POTATO PROTEIN MARKET, 2019-2027 (\$MILLION)
- FIGURE 40.AFRICA POTATO PROTEIN MARKET, 2019-2027 (\$MILLION)
- FIGURE 41.TOP WINNING STRATEGIES, BY YEAR, 2016–2020\*
- FIGURE 42.TOP WINNING STRATEGIES, BY DEVELOPMENT, 2016–2020\* (%)
- FIGURE 43.TOP WINNING STRATEGIES, BY COMPANY, 2016–2020
- FIGURE 44.COMPETITIVE DASHBOARD OF TOP 10 KEY PLAYERS
- FIGURE 45.COMPETITIVE HEATMAP OF TOP 10 KEY PLAYERS
- FIGURE 46.AGRANA: R&D EXPENDITURE, 2016–2018 (\$MILLION)
- FIGURE 47.AGRANA: NET SALES, 2016–2018 (\$MILLION)
- FIGURE 48.AGRANA: REVENUE SHARE BY SEGMENT, 2018 (%)
- FIGURE 49.AGRANA: REVENUE SHARE BY REGION, 2018 (%)
- FIGURE 50.AVEBE: NET SALES, 2016–2018 (\$MILLION)
- FIGURE 51.AVEBE: REVENUE SHARE BY SEGMENT, 2018 (%)
- FIGURE 52.AVEBE: REVENUE SHARE BY REGION, 2018 (%)
- FIGURE 53.ROYAL COSUN: R&D EXPENDITURE (INCLUDING STAFF COSTS), 2017–2018 (\$MILLION)
- FIGURE 54.ROYAL COSUN: NET SALES, 2016–2018 (\$MILLION)
- FIGURE 55.ROYAL COSUN: REVENUE SHARE BY SEGMENT, 2018 (%)
- FIGURE 56.ROYAL COSUN: REVENUE SHARE BY REGION, 2018 (%)
- FIGURE 57.PEPEES S.A.: NET SALES, 2016–2018 (\$MILLION)
- FIGURE 58.TEREOS SCA: NET SALES, 2017–2019 (\$MILLION)
- FIGURE 59.TEREOS SCA: REVENUE SHARE BY SEGMENT, 2019 (%)



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