

Global Hen Egg White Protein Market Size study & Forecast, by Type (Lysozyme, Avidin, Ovalbumin, Ovotransferrin, Others), by Application (Functional Food, Bakery & Confectionary, Beer & Beverage, Pharmaceuticals, Animal Nutrition, Cosmetics) and Regional Analysis, 2023-2030

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Abstracts

Global Hen Egg White Protein Market is valued approximately at USD 21.3 billion in 2022 and is anticipated to grow with a growth rate of more than 3.9% over the forecast period 2023-2030. Hen egg white protein refers to the protein component found in the egg whites of hen. It is rich in high-quality proteins, containing essential amino acids required by the human body. The primary application of hen egg white protein is in the food industry, where it is utilized as an ingredient in various food products. It is often used for its functional properties such as emulsification, foaming, and gelling, making it valuable in the production of baked food items, confectionery, sauces, dressings, and other food formulations. Additionally, it is also utilized in the pharmaceutical and cosmetic industries for its potential health and beauty benefits. The market growth is driven due to the demand from fitness- and health-conscious consumers and several functional benefits linked to egg white protein of hen along with rising tolerance of lactose prevalence.

According to Statista, 79 percent of respondents in a survey of consumers from many countries in the Asia-Pacific area conducted in 2021 said they were more interested in maintaining their health and making lifestyle adjustments thus demonstrating the public's interest in fitness, which is expected to grow through 2024. Moreover, Lysozyme, the highest shareholder among the egg white protein market is used in ripening European-type cheeses for more than ten years. It has obtained the GRAS

(Generally Recognized As Safe) designation from the United States Food and Drug Administration, further solidifying its safety and regulatory approval. Rising demand for clean-label and natural ingredients among people may also create opportunities in Hen Egg White Protein Market. However, the robust demand for substitutes of Hen egg white protein may restrain the growth of this market in the forecast years 2023-2030. People are preferring vegan food and eggs over Hen white egg protein. According to Statista, the projected value of the global vegan food market is estimated to surpass USD 22 billion by 2025. In 2021, the market size was nearly USD 16 billion, showcasing a CAGR expected to reach nine percent. It is worth noting that the market caters not only to vegans but also to an increasing number of flexitarians, who reduce their meat consumption to various extents and incorporate vegan alternatives into their diets.

The key regions considered for the Global Hen Egg White Protein Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in both demand and consumption, driven by various factors. One key factor is its appeal to the lactose-intolerant population in North America, as it is lactose-free. Additionally, the market benefits from factors such as increasing disposable incomes, which contribute to improved standards of living, and a growing demand for processed food products. Asia Pacific is expected to become the fastest growing during the forecast period, owing to the changing lifestyle patterns and a growing focus on health and wellness among consumers in emerging regions, including China and India. As consumers in these regions become more health-conscious, there is an increasing demand for products that align with their evolving lifestyles. This trend drives the market growth, as more individuals seek healthier and more sustainable food choices in these regions.

Major market player included in this report are:

Kewpie Corporation
Bouwhuis-Enthoven
Rembrandt Enterprises
Merck KGaA
Lee BioSolutions
HiMedia Laboratories
Bioseutica
Calzyme Laboratories Inc
Dutch Egg Powder Solutions BV (Deps)
NOW Foods

Recent Developments in the Market:

In May 2023, Merck KGaA has announced a collaboration of three years with the research group headed by John Hartwig at the University of California, Berkeley, and Lawrence Berkeley National Laboratory in Berkeley, California. The objective of this collaboration is to employ Artificial Intelligence (AI) and Machine Learning (ML) techniques to forecast and identify new catalysts. This endeavor signifies Merck KGaA's commitment to leveraging cutting-edge technologies in catalysis research and development.

In April 2023, NOW Foods launched NOW Kids+NOW Baby that offers quality toothpastes, supplements, and baby care products which are carefully formulated using clean and functional ingredients, free from harsh or irritating chemicals.

In August 2022, Merck KGaA, also known as EMD Serono in the US and Canada, launched the Uptune programme in Asia to 'generate collaboration opportunities' with early-stage innovative companies.

Global Hen Egg White Protein Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered – Type, Application, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

Lysozyme

Avidin

Ovalbumin

Ovotransferrin

Others

By Application:

Functional Food

Bakery & Confectionary

Beer & Beverage

Pharmaceuticals

Animal Nutrition

Cosmetics

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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