

Global Protein Powder Market Size study, by Product (Animal protein (Whey protein, Casein and Caseinates, Milk protein, Egg protein, Gelatin) Plant protein(Soy protein, Wheat protein, Pea protein, Others)) by Application (Supplements and Nutritional powder, Beverages, Protein and Nutritional bars, Bakery and Confectionery, Breakfast Cereals, Meat and Meat product, Dairy Products, Infant Nutrition, Animal feed, Others) by Form(Isolated, Concentrates, Others)and Regional Forecasts 2021-2027

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Abstracts

Global Protein Powder Market is valued approximately USD 19.35 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 7% over the forecast period 2021-2027. Protein powder is an additional source of protein that has an impact on protein metabolism and, potentially, muscle activity execution. Body strengthening, energy boosts, injury recovery, muscle toning, and lean mass building are only a few of the advantages of protein powder. The growing number of health-conscious customers around the world has created lucrative opportunities for whey protein powder manufacturers over the last decade. The rise in awareness about the benefits of protein, such as increased vitality and simplified weight administration, is one of the key factors driving the protein powder market. Other factors expected to drive the global protein powder market include rising middle-class living standards and an increase in disposable income. However, negative publicity and claims are likely to hinder the protein powder market's growth during the forecasted period. Also, protein powder has a lot of potential in the non-sports industry, which is expected to drive the protein powder

market over the next few years. Furthermore, the high rate of obesity among children and adolescents is fueling demand for smart electronic devices, and interest in this authentication technology is on the rise, as it is currently becoming popular.

APAC is expected to grow at the highest CAGR of 6.9 percent during the forecast period. Because of their growing populations, India and China are the two most prominent markets in APAC. Other key dynamics driving the growth of the whey protein market include an improved lifestyle and a growing economy. Furthermore, due to a growing awareness of its nutritional profile, the demand for dairy-based protein foodstuff is rapidly increasing in APAC.

Major market player included in this report are:

Source Naturals

Growing Naturals

Pure Protein

Pulsin

Fit Foods

NutriBiotic

Ezyprotein

Axiom Foods

Sunwarrior

North Coast Naturals

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 eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available 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 Product Type:

- Animal Protein

Whey Protein

Casein and Caseinates

Milk Protein

Egg Protein

Gelatin

- Plant Protein

- Soy Protein

- Wheat Protein

- Pea Protein

- Others

- By Application:

- Supplements and Nutritional Powder

- Beverages

- Protein and Nutritional Bars

- Bakery and Confectionery

- Meat and Meat Products

- Dairy Products

- Infant Nutrition

- Animal Feed

- Others

- By Form

- Isolates

- Concentrates

- Others

- 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
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019
Base year – 2020
Forecast period – 2021 to 2027

Target Audience of the Global Protein PowderMarket in Market Study:

Key Consulting Companies & Advisors
Large, medium-sized, and small enterprises
Venture capitalists
Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

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