

# **Global Whey Protein Market Size study & Forecast by Type (Whey Protein Isolates (WPI), Whey Protein Concentrates (WPC), Whey Protein Hydrolysates (WPH)), by Application (Sports Nutrition, Dietary Supplements, Infant Formula, Food Additives, Beverages, Feed), and Regional Analysis, 2022-2029**

<https://marketpublishers.com/r/G2ADC42B55CFEN.html>

Date: May 2023

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: G2ADC42B55CFEN

## **Abstracts**

Global Whey Protein Market is valued approximately at USD 5.33 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 10.50% over the forecast period 2022-2029.

Whey protein is a complete protein containing all nine essential amino acids and is used in a wide range of applications including dietary supplements, functional foods, sports nutrition, infant formula, and animal feed. The market includes various forms of whey protein such as whey protein concentrate, whey protein isolate, hydrolyzed whey protein, and others. The market is driven by factors such as growing consumer awareness about health and wellness, growing demand for sports nutrition products, and the rising popularity of a vegetarian and vegan diet. The global whey protein market is expected to continue growing in the coming years due to increasing demand from emerging markets and the growing popularity of protein supplements among health-conscious consumers.

In 2016, the World Health Organization launched the Global Action Plan on Physical Activity 2018-2030, which aims to increase physical activity levels worldwide and reduce the burden of NCDs. Along with this, in 2019, a survey conducted by the International Food Information Council found that 64% of Americans were actively trying to eat more protein, indicating a growing interest in health and fitness. Thus, rising consumption of proteins is driving the growth for the market over the forecast period 2022-2029.

Furthermore, in 2020, Google Trends data showed a significant increase in searches related to at-home workouts and virtual fitness classes, indicating a shift towards digital fitness due to the COVID-19 pandemic. However, health concerns regarding consumption of Whey Protein stifles market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Whey Protein Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America dominated the regional market in terms of revenue, owing to increasing demand for sports nutrition and weight management products. The US is the largest market for whey protein in the region, accounting for a significant share of the overall market. The growth of the market is also driven by the rising health consciousness among consumers and the growing popularity of plant-based protein alternatives. Asia Pacific region is expected to be fastest growing, driven by the increasing demand for dietary supplements and functional foods. China, Japan, and India are the largest markets for whey protein in the region. The growth of the market is also driven by the rising disposable income of consumers, the increasing popularity of fitness and wellness trends, and the growing awareness of the health benefits of whey protein.

Major market player included in this report are:

Hilmar Cheese Company, Inc.

Saputo Inc.

Glanbia plc

Fonterra Co-operative Group Ltd.

Arla Foods

Alpavit

Wheyco GmbH

Milk Specialties

Carbery Group

LACTALIS Ingredients

Recent Developments in the Market:

In September 2022, whey protein concentrates in the flavours of vanilla and chocolate have been added to the product portfolio of Dyet Nutrition, a well-known nutritional supplement company in India. The goal of this launch is to offer top-notch supplements to bodybuilders, athletes, and fitness enthusiasts.

Global Whey Protein Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

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; Rest of the World

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:

Whey Protein Isolates (WPI)

Whey Protein Concentrates (WPC)

Whey Protein Hydrolysates (WPH)

By Application:

Sports Nutrition

Dietary Supplements

Infant Formula

Food Additives

Beverages

Feed

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy  
ROE  
Asia Pacific  
China  
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Rest of the World

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