

# **North America Wheat Protein Market: Segmented By Type (Wheat Gluten, Wheat Protein Isolate, Textured Wheat Protein, Others); By Application (Dairy, Bakery, Pet Food, Sports Food, Confectionery, Others) and Region – Global Analysis of Market Size, Share & Trends for 2019–2020 and Forecasts to 2031**

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## **Abstracts**

[ 174 + Pages Research Report ] Global North America Wheat Protein Market to surpass USD 3.24 billion by 2031 from USD 2.37 billion in 2021 at a CAGR of 3.19% in the coming years, i.e., 2021-31.

### **Product Overview**

Wheat Protein comprised of two insoluble protein sets: gliadin and glutenin. It is important for bread and noodle-making process as wheat protein creates elastic consistency to attain high level of dough strength. Wheat protein content is an important consideration for all consumer products (uses of wheat) from bread baking to noodles, cakes, biscuits, and many others. Wheat protein content extensive variety depending on wheat class, growing region, type and quality of soil, and of course fertilizers input (amount and timing), nitrogen in particular.

### **Market Highlights**

North America Wheat Protein Market is expected to project a notable CAGR of 3.19% in 2031

Rising customer consciousness toward a plant-based nutrition diet coupled with a growing vegan population in developing economies will boost wheat protein industry size. Plant-based protein is said to be easily digestible and promotes weight loss, which

will expand the business growth. Rise in consumption of high-protein food products due to improved consumer knowledge regarding the health risks of an inactive lifestyle is creating new growth opportunities for the producers.

#### North America Wheat Protein Market: Segments

Wheat Gluten segment to grow with the highest CAGR during 2021-31

North America Wheat Protein Market is divided by Type into Wheat Gluten, Wheat Protein Isolate, Textured Wheat Protein, Others. Wheat Gluten to be a larger contributor to the Wheat Protein Market. Wheat gluten is generally used in baked goods due to its wide variety of functions. Consumer is expected to increase in the forecast years. Thus, drive the market segment in this region.

Pet Food segment to grow with the highest CAGR during 2021-31

North America Wheat Protein Market is divided by Application into Dairy, Bakery, Pet Food, Sports Food, Confectionery, Others. The growth of pet food segment is likely to dominate the market owing to its increasing consumption of pet food items and pet humanization in many nations. Therefore, pet food segment is expected to lead the market in the forecast period.

#### Market Dynamics

##### Drivers

##### Nutritional benefits for lactose intolerant

The Lactose intolerance can be described as a condition in which, the body cannot easily digest lactose, which is natural sugar found in milk and other dairy foods. Although some people having a lactose condition issue are able to digest whey protein isolates, without any severe consequences, on the other hand, many people find it easier to digest only plant-based proteins. Although whey protein isolates are further processed and filtered to help remove more lactose in comparison to whey protein concentrates, any individual with even a mild intolerance towards lactose should avoid the consumption of all such products. In such cases, plant-based alternatives stand as the best option, for those looking to rise protein intake, for health or training purposes.

##### Growing potential for plant-based proteins

Customers these days look out for terms such as “natural” and “organic” in order to

make instant purchase choices. As a result, plant-based protein products remain the better choice, to rely on growth opportunities. The demand for plant-based proteins such as wheat proteins, pea proteins, etc., are predictable to rise owing to the positioning of these plant-based proteins as a sustainable food source. Additionally, the cost advantage, and a rise in awareness regarding the authenticity of naturally-sourced products, act as few aspects as to why the popularity of this market has been growing.

## Restraint

Increasing discussion on gluten intolerance

Gluten intolerance is an autoimmune disorder, which affects the small intestine lining and averts the absorption of nutrients from consumed food substances. This damage is mostly a reaction to eating foods with gluten, rye, and oats. Nevertheless, some individuals may also experience discomfort in their stomachs despite not having the Celiac illness. This is one of the main factors that hamper the market growth.

## North America Wheat Protein Market: Key Players

The Archer Daniels Midland Company

Company Overview, Business Strategy, Key Product Offerings, Financial Performance, Key Performance Indicators, Risk Analysis, Recent Development, Regional Presence, SWOT Analysis

Cargill Incorporated

Roquette Freres

Tereos SA

MGP

Crespel & Deiters

GLICO NUTRITION CO. LTD

Manildra Group

Other Prominent Players

## Global North America Wheat Protein Market: Regions

Global North America Wheat Protein Market is segmented based on regional analysis into following major regions: U.S., Canada, and rest of North America. The U.S. dominated the North American home healthcare market and is expected to have maximum share oncoming years. The demand for processed and low cholesterol products has paved the way for the plant-based protein market, in the region. These days, customers are shifting towards other alternative goods, such as green label food products, along with raising awareness of healthy and plant-based products, due to a

rise in the availability of counterfeit products in the market. This innovative product line of ready-to-eat foods with no compromise in taste and texture has, in turn, increased the wheat protein market in this region.

North America Wheat Protein Market is further segmented by region into:

U.S. Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR

Canada Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR

Rest of North America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR

North America Wheat Protein Market report also contains analysis on:

North America Wheat Protein Market Segments

By Type

Wheat Gluten

Wheat Protein Isolate

Textured Wheat Protein

Others

By Application

Dairy

Bakery

Sports Food

Pet Food

Confectionery

Others

North America Wheat Protein Market Dynamics

North America Wheat Protein Market Size

Supply & Demand

Current Trends/Issues/Challenges

Competition & Companies Involved in the Market

Value Chain of the Market

Market Drivers and Restraints

North America Wheat Protein Market Report Scope and Segmentation

Report Attribute Details

Market size value in 2021 USD 2.37 billion

Revenue forecast in 2031 USD 3.24 billion

Growth Rate CAGR of 3.19% from 2021 to 2031

Base year for estimation 2020

Quantitative units Revenue in USD million and CAGR from 2021 to 2031

Report coverage Revenue forecast, company ranking, competitive landscape, growth

factors, and trends

Segments covered Type, Application, and Region

Regional scope U.S., Canada, rest of North America

Key companies profiled The Archer Daniels Midland Company, Cargill Incorporated, Roquette Freres, Tereos SA, MGP, Crespel & Deiters, GLICO NUTRITION CO. LTD, Manildra Group, and Other Prominent Players.

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## **6. CREPEL & DEITERS**

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## **8. MANILDRA GROUP**

## **9. OTHER PROMINENT PLAYERS**

Consultant Recommendation

**\*\***The above-given segmentations and companies could be subjected to further modification based on in-depth feasibility studies conducted for the final deliverable.

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