

# **Wheat Protein Market Size, Share & Trends Analysis Report By Product (Wheat Gluten, Wheat Protein Isolate, Textured Wheat Proteins, Wheat Protein Hydrolysates), By Protein Concentration, By Application, By Region, And Segment Forecasts, 2022 - 2030**

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## **Abstracts**

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### **Wheat Protein Market Growth & Trends**

The global wheat protein market size is expected to reach USD 9.28 billion by 2030, expanding at a CAGR of 4.5% from 2022 to 2030, according to a new report by Grand View Research, Inc. Growing consumer preference for meat-free diets globally, and increasing product applications in various end-use industries, are the major factors driving the market growth. Furthermore, increasing cases of lactose intolerance have increased the demand for whey protein.

The demand for food products that promote better health, particularly those that are low in fat and cholesterol, high in protein, and useful for weight management, has increased owing to rising consumers' health awareness. The number of food products that contain plant-based protein has consequently increased significantly over the past few years. Furthermore, the increasing popularity of trends such as all-natural and clean-label products is anticipated to boost demand for wheat protein.

Wheat protein is widely used in the food and beverage industry, mainly in nutritional supplements, sports foods, dairy products, confectioneries, and baked goods, among

other applications. Two insoluble protein groups that can be found in wheat protein are glutenin and gliadin. It is used in the manufacturing of noodles and bread as wheat protein permits a high level of dough strength by creating an elastic texture. The use of these products in the food and cosmetic industries is expected to increase due to changing consumer perceptions of wheat proteins and FDA approval for use in food products during the estimated period.

The small intestine is damaged by gluten intolerance or celiac disease, an autoimmune condition that prevents the body from absorbing nutrients from food. This harm is primarily a response to eating foods containing gluten, a form of wheat protein also found in barley, oats, and rye. However, some people may still feel uncomfortable in their stomachs even though they do not suffer from Celiac disease. This factor might limit market expansion in the coming years.

Europe is anticipated to grow at a substantial CAGR from 2022 to 2030 due to an increase in the consumption of healthy food products. France is experiencing stable growth on account of hectic work and changing lifestyles leading to increased consumption of functional food & beverages in the country. The regional growth can also be attributed to the rising demand for high-quality French bakery items. Baked product manufacturers in the region prefer wheat protein as an alternative to animal and dairy proteins while developing new products which will fuel product demand.

### Wheat Protein Market Report Highlights

Wheat gluten held the largest market share in 2021 owing to its ease of availability, binding properties, and high mineral and protein content

75% protein concentration held the highest revenue share in 2021 due to its high concentration of diluted protein

Personal Care in the application segment is expected to expand at a significant CAGR from 2022 to 2030, attributed to rising consumer demand for herbal and organic cosmetics

Asia Pacific is estimated to grow significantly over the forecast period owing to various developments in healthcare and cosmetic sectors in developing countries in the region

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