

Whey Protein Market Size, Share & Trends Analysis Report By Type (WPI, WPC, WPH), By Application (Sports Nutrition, Dietary Supplements, Beverages), By Region, And Segment Forecasts, 2022 - 2030

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Abstracts

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Whey Protein Market Growth & Trends

The global whey protein market size is expected to reach USD 14.32 billion by 2030, registering a CAGR of 10.48% over the forecast period, according to a new report by Grand View Research, Inc. Consumers are being compelled to invest in healthy and nutritious food products as the prevalence of lifestyle-related illnesses, such as obesity, rises. Whey protein is among the most popular types of supplements consumed for weight loss and sports nutrition, and its popularity is expected to rise in the coming years, which will propel the industry's growth. The use of protein-rich diets has increased dramatically in recent years due to the rising health consciousness among consumers worldwide. With increasingly hectic lifestyles, consumers are unable to eat a healthier diet consistently, prompting them to seek nutrition from packaged food items.

As a result, packaged food producers enhance food products with nutritious ingredients, such as protein, which are the primary factors driving the use of protein-rich food consumption, thereby driving the industry's growth. However, growing consumer awareness about industrialized animal cruelty has led to the adoption of veganism, fueling an increase in demand for plant-based products and plant proteins, resulting in the decline in whey protein demand in western countries. On the other hand, advancements in the production of proteins by manufacturers that have a wide range of amino acids and have specific functions, such as weight loss, muscle repair, and energy

balance, are creating enormous potential for plant-based protein, thus substituting growth for whey protein.

Protein standardization is the process of changing the amount of protein in a food product either to meet regulatory requirements or improve the product's functional qualities. Manufacturers of dairy products frequently add protein ingredients in a manner that replicates the casein-to-whey ratio found in cattle milk. It enhances the texture, consistency, uniformity, and flavor of the product. The growth in the market is currently being driven by consumer demand for fortified and standardized foods and beverages, and throughout the forecast period, this trend is anticipated to continue.

Whey Protein Market Report Highlights

The Whey Protein Concentrate (WPC) segment is anticipated to grow steadily during the forecast period

This is due to the product's superior qualities, which include a high rate of absorption by tissues and muscles, maintaining a healthy metabolism, capacity to help with fat loss, promoting the growth of lean muscle, and providing cardiac support in comparison to other protein ingredients.

The Whey Protein Isolates (WPIs) type segment is expected to grow at the fastest CAGR from 2022 to 2030 owing to the increasing consumption in the sports nutrition segment

The sports nutrition application segment held the largest revenue share of the global revenue in 2021 owing to the high supplement consumption among fitness enthusiasts, professional athletes, and working professionals seeking a healthy lifestyle

Asia Pacific is anticipated to register the fastest growth rate during the forecast period due to the awareness about healthy lifestyles, demand for protein supplements in countries, such as China and India, and the rising trend of preventive healthcare

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