

India Protein-Based Product Market Report by Type (Animal and Dairy Protein, Plant Protein, Blended Protein), and Region 2023-2028

<https://marketpublishers.com/r/I27DC98CC41BEN.html>

Date: September 2023

Pages: 117

Price: US\$ 2,299.00 (Single User License)

ID: I27DC98CC41BEN

Abstracts

Market Overview:

The India protein-based product market size reached INR 27,755 Crores in 2022. Looking forward, IMARC Group expects the market to reach INR 74,714 Crores by 2028, exhibiting a growth rate (CAGR) of 18.1% during 2023-2028. The growing awareness about health and wellness among consumers, the rising vegetarian and vegan population, and the escalating demand for fitness and sports nutrition products among athletes and fitness enthusiasts represent some of the key factors driving the market.

Protein-based products are food and beverage items that contain a significant amount of protein as a key component. These products are specifically formulated to provide a high protein content, which is beneficial for various purposes, including muscle building, athletic performance, satiety, and overall nutrition. Some commonly used protein-based products are protein bars, powders, supplements, drinks, ice creams, cereals, and protein-rich snacks. They also offer several health benefits, including lower saturated fat and cholesterol content, and are gaining immense popularity among individuals for increasing their protein intake. In addition, they have a higher satiety value compared to carbohydrates and fats and can be incorporated into weight management plans to promote feelings of fullness, reduce cravings, and support healthy weight loss or maintenance. Moreover, these products serve as essential protein sources for individuals following vegetarian or vegan diets, as they offer plant-based protein alternatives to animal-derived sources. They can also assist in preserving muscle mass and preventing muscle loss associated with aging and certain medical conditions. As a result, protein-based products are widely consumed by individuals across India.

India Protein-based Product Market Trends:

The market is primarily driven by the increasing awareness among consumers about the importance of a healthy lifestyle and the role of protein in maintaining overall health. Nowadays, with rising disposable incomes and changing dietary preferences, more people are seeking protein-based products to support their fitness goals, muscle recovery, weight management, and overall well-being. In addition, the rising number of gyms, fitness centers, and sporting events across the country represents another major growth-inducing factor. At present, fitness enthusiasts, athletes, and individuals engaged in regular exercise routines are widely adopting protein-based products to gain adequate nutrition. Besides this, protein-based products derived from plant sources, such as soy, pea, and rice, are gaining popularity as alternatives to animal-based proteins as the result of the increasing vegetarian and vegan population due to cultural, religious, and ethical reasons. Moreover, rapid urbanization and changing lifestyles have led to an increased reliance on convenient and ready-to-consume food options. Protein-based products like protein bars, shakes, and snacks offer a convenient and nutritious solution for busy individuals with limited time for meal preparation. Additionally, the introduction of innovative protein-based products in new flavors, formats, and formulations and gluten-free, organic, low-sugar, or high-fiber variants is also propelling the market growth. Furthermore, the rising disposable incomes of consumers and the easy product availability on e-commerce platforms are also contributing to market growth.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the India protein-based product market, along with forecasts at the regional level from 2023-2028. Our report has categorized the market based on the type.

Type Insights:

- Animal and Dairy Protein
 - Processed Chicken
 - Whey Protein
 - Cheese
 - Processed Fish
 - Casein Protein
 - Egg Protein
- Plant Protein
- Soy

Pea
Rice
Blended Protein

The report has provided a detailed breakup and analysis of the India protein-based product market based on the type. This includes animal and dairy protein (processed chicken, whey protein, cheese, processed fish, casein protein, and egg protein), plant protein (soy, pea, rice), and blended protein. According to the report, animal and dairy protein represented the largest segment.

Regional Insights:

South India
North India
West & Central India
East India

The report has also provided a comprehensive analysis of all the major regional markets, which include South India, North India, West and Central India, and East India. According to the report, South India was the largest market for protein-based products. Some of the factors driving the protein-based product market in South India included the rising health consciousness among the masses, the escalating demand for sport nutritious products, and the increasing vegan population.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the India protein-based product market. Also, detailed profiles of all major companies have been provided. Some of the companies covered include Bio Nutrients (India) Pvt. Ltd., Glanbia Performance Nutrition (India) Pvt. Ltd., Hershey India Pvt. Ltd., MuscleBlaze, MyProtein, Nestle India, Patanjali Foods Ltd (Patanjali Ayurved), Rite Bite Max Protein (Naturell India Pvt. Ltd), Urban Platter, Taali Foods India, Nourish Organic Foods Pvt. Ltd., GetmyMettle (Swashthum Wellness Pvt Ltd.), Plantvita, Myfitness, Gooddot, Plantaway, Wakao Foods, Xterra Nutrition, etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

Key Questions Answered in This Report:

How has the India protein-based product market performed so far, and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the India protein-based product market?

What is the impact of each driver, restraint, and opportunity on the India protein-based product market?

What is the breakup of the market based on the type?

Which is the most attractive type in the India protein-based product market?

What is the competitive structure of the India protein-based product market?

Who are the key players/companies in the India protein-based product market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

2.1 Objectives of the Study

2.2 Stakeholders

2.3 Data Sources

2.3.1 Primary Sources

2.3.2 Secondary Sources

2.4 Market Estimation

2.4.1 Bottom-Up Approach

2.4.2 Top-Down Approach

2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

4.1 Overview

4.2 Key Industry Trends

5 INDIA PROTEIN-BASED PRODUCT MARKET

5.1 Market Overview

5.2 Market Performance

5.3 Impact of COVID-19

5.4 Market Forecast

6 MARKET BREAKUP BY TYPE

6.1 Animal and Dairy Protein

6.1.1 Market Trends

6.1.2 Key Segments

6.1.2.1 Processed Chicken

6.1.2.2 Whey Protein

6.1.2.3 Cheese

6.1.2.4 Processed Fish

- 6.1.2.5 Casein Protein
- 6.1.2.6 Egg Protein
- 6.1.3 Market Forecast
- 6.2 Plant Protein
 - 6.2.1 Market Trends
 - 6.2.2 Key Segments
 - 6.2.2.1 Soy
 - 6.2.2.2 Pea
 - 6.2.2.3 Rice
 - 6.2.3 Market Forecast
- 6.3 Blended Protein
 - 6.3.1 Market Trends
 - 6.3.2 Market Forecast

7 MARKET BREAKUP BY REGION

- 7.1 South India
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 North India
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast
- 7.3 West & Central India
 - 7.3.1 Market Trends
 - 7.3.2 Market Forecast
- 7.4 East India
 - 7.4.1 Market Trends
 - 7.4.2 Market Forecast

8 SWOT ANALYSIS

- 8.1 Overview
- 8.2 Strengths
- 8.3 Weaknesses
- 8.4 Opportunities
- 8.5 Threats

9 VALUE CHAIN ANALYSIS

10 PORTERS FIVE FORCES ANALYSIS

- 10.1 Overview
- 10.2 Bargaining Power of Buyers
- 10.3 Bargaining Power of Suppliers
- 10.4 Degree of Competition
- 10.5 Threat of New Entrants
- 10.6 Threat of Substitutes

11 COMPETITIVE LANDSCAPE

- 11.1 Market Structure
- 11.2 Key Players
- 11.3 Profiles of Key Players
 - 11.3.1 Bio Nutrients (India) Pvt. Ltd.
 - 11.3.2 Glanbia Performance Nutrition (India) Pvt. Ltd.
 - 11.3.3 Hershey India Pvt. Ltd.
 - 11.3.4 MuscleBlaze
 - 11.3.5 MyProtein
 - 11.3.6 Nestle India
 - 11.3.7 Patanjali Foods Ltd (Patanjali Ayurved)
 - 11.3.8 Rite Bite Max Protein (Naturell India Pvt. Ltd)
 - 11.3.9 Urban Platter
 - 11.3.10 Taali Foods India
 - 11.3.11 Nourish Organic Foods Pvt. Ltd.
 - 11.3.12 GetmyMettle (Swashtum Wellness Pvt Ltd.)
 - 11.3.13 Plantvita
 - 11.3.14 Myfitness
 - 11.3.15 Gooddot
 - 11.3.16 Plantaway
 - 11.3.17 Wakao Foods
 - 11.3.18 Xterra Nutrition

I would like to order

Product name: India Protein-Based Product Market Report by Type (Animal and Dairy Protein, Plant Protein, Blended Protein), and Region 2023-2028

Product link: <https://marketpublishers.com/r/l27DC98CC41BEN.html>

Price: US\$ 2,299.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/l27DC98CC41BEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

