

# **Potato Protein Market Report by Type (Isolate, Concentrate, Hydrolyzed), Application (Animal Feed, Bakery and Confectionery, Meat, Supplements, and Others), and Region 2023-2028**

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## **Abstracts**

The global potato protein market size reached US\$ 401.8 Million in 2022. Looking forward, IMARC Group expects the market to reach US\$ 600.0 Million by 2028, exhibiting a growth rate (CAGR) of 6.9% during 2022-2028.

Potato protein is the dry by-product collected during the generation and separation of potato starch. It is a rich source of digestible protein and amino acid profile and is extracted from potato juice through precipitation and centrifugation. Potato protein is commonly available in concentrated, isolated and hydrolyzed variants and is widely used as an alternative to animal-sourced proteins. It is easily digestible and aids in improving the metabolism of the body and lowering blood pressure. It also exhibits various functional properties, including dissolvability in water, absorption of fat and foaming abilities to incorporate air bubbles in baked goods. As a result, potato protein is widely utilized to manufacture infant formula, nutraceutical supplements, baked and confectionery products, ice creams, cereals, soups and snacks.

**Potato Protein Market Trends:**

Significant growth in the food and beverage industry, along with increasing health consciousness among the masses, is one of the key factors creating a positive outlook for the market. With the shifting consumer preference toward vegan dietary patterns, there is a rising demand for potato protein as an effective source of plant-based protein. Moreover, rising awareness among the consumers regarding maintaining adequate animal health is providing a thrust to the growth of the market. Isolate potato protein is added to animal feed to promote muscle growth and improve digestion in livestock and other farm animals. In line with this, the widespread adoption of potato protein in sports drinks and weight management supplements is also contributing to the growth of the

market. Additionally, the launch of innovative extraction technologies for isolate proteins that minimize protein denaturation and functionality loss is anticipated to drive the market toward growth.

#### Key Market Segmentation:

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

#### Breakup by Type:

Isolate

Concentrate

Hydrolyzed

#### Breakup by Application:

Animal Feed

Bakery and Confectionery

Meat

Supplements

Others

#### Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being AGRANA Beteiligungs-AG, Avebe, Bioriginal Food & Science Corp (Cooke Inc.), Duynie Group (Royal Cosun), Kemin Industries Inc, KMC Ingredients, Meelunie B.V. (Hoogwegt Groep B.V.), PEPEES Group, PPZ SA w Niechlowie, Roquette Freres and Tereos.

Key Questions Answered in This Report

1. How big is the global potato protein market?
2. What is the expected growth rate of the global potato protein market during 2023-2028?
3. What are the key factors driving the global potato protein market?
4. What has been the impact of COVID-19 on the global potato protein market?
5. What is the breakup of the global potato protein market based on the type?
6. What is the breakup of the global potato protein market based on the application?
7. What are the key regions in the global potato protein market?
8. Who are the key players/companies in the global potato protein 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 GLOBAL POTATO PROTEIN 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 Isolate
  - 6.1.1 Market Trends
  - 6.1.2 Market Forecast
- 6.2 Concentrate
  - 6.2.1 Market Trends

- 6.2.2 Market Forecast
- 6.3 Hydrolyzed
  - 6.3.1 Market Trends
  - 6.3.2 Market Forecast

## **7 MARKET BREAKUP BY APPLICATION**

- 7.1 Animal Feed
  - 7.1.1 Market Trends
  - 7.1.2 Market Forecast
- 7.2 Bakery and Confectionery
  - 7.2.1 Market Trends
  - 7.2.2 Market Forecast
- 7.3 Meat
  - 7.3.1 Market Trends
  - 7.3.2 Market Forecast
- 7.4 Supplements
  - 7.4.1 Market Trends
  - 7.4.2 Market Forecast
- 7.5 Others
  - 7.5.1 Market Trends
  - 7.5.2 Market Forecast

## **8 MARKET BREAKUP BY REGION**

- 8.1 North America
  - 8.1.1 United States
    - 8.1.1.1 Market Trends
    - 8.1.1.2 Market Forecast
  - 8.1.2 Canada
    - 8.1.2.1 Market Trends
    - 8.1.2.2 Market Forecast
- 8.2 Asia-Pacific
  - 8.2.1 China
    - 8.2.1.1 Market Trends
    - 8.2.1.2 Market Forecast
  - 8.2.2 Japan
    - 8.2.2.1 Market Trends
    - 8.2.2.2 Market Forecast

## 8.2.3 India

### 8.2.3.1 Market Trends

### 8.2.3.2 Market Forecast

## 8.2.4 South Korea

### 8.2.4.1 Market Trends

### 8.2.4.2 Market Forecast

## 8.2.5 Australia

### 8.2.5.1 Market Trends

### 8.2.5.2 Market Forecast

## 8.2.6 Indonesia

### 8.2.6.1 Market Trends

### 8.2.6.2 Market Forecast

## 8.2.7 Others

### 8.2.7.1 Market Trends

### 8.2.7.2 Market Forecast

## 8.3 Europe

### 8.3.1 Germany

#### 8.3.1.1 Market Trends

#### 8.3.1.2 Market Forecast

### 8.3.2 France

#### 8.3.2.1 Market Trends

#### 8.3.2.2 Market Forecast

### 8.3.3 United Kingdom

#### 8.3.3.1 Market Trends

#### 8.3.3.2 Market Forecast

### 8.3.4 Italy

#### 8.3.4.1 Market Trends

#### 8.3.4.2 Market Forecast

### 8.3.5 Spain

#### 8.3.5.1 Market Trends

#### 8.3.5.2 Market Forecast

### 8.3.6 Russia

#### 8.3.6.1 Market Trends

#### 8.3.6.2 Market Forecast

### 8.3.7 Others

#### 8.3.7.1 Market Trends

#### 8.3.7.2 Market Forecast

## 8.4 Latin America

### 8.4.1 Brazil

- 8.4.1.1 Market Trends
- 8.4.1.2 Market Forecast
- 8.4.2 Mexico
  - 8.4.2.1 Market Trends
  - 8.4.2.2 Market Forecast
- 8.4.3 Others
  - 8.4.3.1 Market Trends
  - 8.4.3.2 Market Forecast
- 8.5 Middle East and Africa
  - 8.5.1 Market Trends
  - 8.5.2 Market Breakup by Country
  - 8.5.3 Market Forecast

## **9 SWOT ANALYSIS**

- 9.1 Overview
- 9.2 Strengths
- 9.3 Weaknesses
- 9.4 Opportunities
- 9.5 Threats

## **10 VALUE CHAIN ANALYSIS**

## **11 PORTERS FIVE FORCES ANALYSIS**

- 11.1 Overview
- 11.2 Bargaining Power of Buyers
- 11.3 Bargaining Power of Suppliers
- 11.4 Degree of Competition
- 11.5 Threat of New Entrants
- 11.6 Threat of Substitutes

## **12 PRICE ANALYSIS**

## **13 COMPETITIVE LANDSCAPE**

- 13.1 Market Structure

## 13.2 Key Players

### 13.3 Profiles of Key Players

#### 13.3.1 AGRANA Beteiligungs-AG

13.3.1.1 Company Overview

13.3.1.2 Product Portfolio

13.3.1.3 Financials

13.3.1.4 SWOT Analysis

#### 13.3.2 Avebe

13.3.2.1 Company Overview

13.3.2.2 Product Portfolio

#### 13.3.3 Bioriginal Food & Science Corp (Cooke Inc.)

13.3.3.1 Company Overview

13.3.3.2 Product Portfolio

#### 13.3.4 Duynie Group (Royal Cosun)

13.3.4.1 Company Overview

13.3.4.2 Product Portfolio

#### 13.3.5 Kemin Industries Inc

13.3.5.1 Company Overview

13.3.5.2 Product Portfolio

#### 13.3.6 KMC Ingredients

13.3.6.1 Company Overview

13.3.6.2 Product Portfolio

#### 13.3.7 Meelunie B.V. (Hoogwegt Groep B.V.)

13.3.7.1 Company Overview

13.3.7.2 Product Portfolio

#### 13.3.8 PEPEES Group

13.3.8.1 Company Overview

13.3.8.2 Product Portfolio

#### 13.3.9 PPZ SA w Niechlowie

13.3.9.1 Company Overview

13.3.9.2 Product Portfolio

#### 13.3.10 Roquette Fr?res

13.3.10.1 Company Overview

13.3.10.2 Product Portfolio

#### 13.3.11 Tereos

13.3.11.1 Company Overview

13.3.11.2 Product Portfolio



## List Of Tables

### LIST OF TABLES

Table 1: Global: Potato Protein Market: Key Industry Highlights, 2022 and 2028

Table 2: Global: Potato Protein Market Forecast: Breakup by Type (in Million US\$), 2023-2028

Table 3: Global: Potato Protein Market Forecast: Breakup by Application (in Million US\$), 2023-2028

Table 4: Global: Potato Protein Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 5: Global: Potato Protein Market: Competitive Structure

Table 6: Global: Potato Protein Market: Key Players

## List Of Figures

### LIST OF FIGURES

Figure 1: Global: Potato Protein Market: Major Drivers and Challenges

Figure 2: Global: Potato Protein Market: Sales Value (in Million US\$), 2017-2022

Figure 3: Global: Potato Protein Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 4: Global: Potato Protein Market: Breakup by Type (in %), 2022

Figure 5: Global: Potato Protein Market: Breakup by Application (in %), 2022

Figure 6: Global: Potato Protein Market: Breakup by Region (in %), 2022

Figure 7: Global: Potato Protein (Isolate) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 8: Global: Potato Protein (Isolate) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 9: Global: Potato Protein (Concentrate) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 10: Global: Potato Protein (Concentrate) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 11: Global: Potato Protein (Hydrolyzed) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 12: Global: Potato Protein (Hydrolyzed) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 13: Global: Potato Protein (Animal Feed) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 14: Global: Potato Protein (Animal Feed) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 15: Global: Potato Protein (Bakery and Confectionery) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 16: Global: Potato Protein (Bakery and Confectionery) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 17: Global: Potato Protein (Meat) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 18: Global: Potato Protein (Meat) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 19: Global: Potato Protein (Supplements) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 20: Global: Potato Protein (Supplements) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 21: Global: Potato Protein (Other Applications) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 22: Global: Potato Protein (Other Applications) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 23: North America: Potato Protein Market: Sales Value (in Million US\$), 2017 & 2022

Figure 24: North America: Potato Protein Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 25: United States: Potato Protein Market: Sales Value (in Million US\$), 2017 & 2022

Figure 26: United States: Potato Protein Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 27: Canada: Potato Protein Market: Sales Value (in Million US\$), 2017 & 2022

Figure 28: Canada: Potato Protein Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 29: Asia-Pacific: Potato Protein Market: Sales Value (in Million US\$), 2017 & 2022

Figure 30: Asia-Pacific: Potato Protein Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 31: China: Potato Protein Market: Sales Value (in Million US\$), 2017 & 2022

Figure 32: China: Potato Protein Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 33: Japan: Potato Protein Market: Sales Value (in Million US\$), 2017 & 2022

Figure 34: Japan: Potato Protein Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 35: India: Potato Protein Market: Sales Value (in Million US\$), 2017 & 2022

Figure 36: India: Potato Protein Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 37: South Korea: Potato Protein Market: Sales Value (in Million US\$), 2017 & 2022

Figure 38: South Korea: Potato Protein Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 39: Australia: Potato Protein Market: Sales Value (in Million US\$), 2017 & 2022

Figure 40: Australia: Potato Protein Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 41: Indonesia: Potato Protein Market: Sales Value (in Million US\$), 2017 & 2022

Figure 42: Indonesia: Potato Protein Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 43: Others: Potato Protein Market: Sales Value (in Million US\$), 2017 & 2022

Figure 44: Others: Potato Protein Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 45: Europe: Potato Protein Market: Sales Value (in Million US\$), 2017 & 2022

Figure 46: Europe: Potato Protein Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 47: Germany: Potato Protein Market: Sales Value (in Million US\$), 2017 & 2022

Figure 48: Germany: Potato Protein Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 49: France: Potato Protein Market: Sales Value (in Million US\$), 2017 & 2022

Figure 50: France: Potato Protein Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 51: United Kingdom: Potato Protein Market: Sales Value (in Million US\$), 2017 & 2022

Figure 52: United Kingdom: Potato Protein Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 53: Italy: Potato Protein Market: Sales Value (in Million US\$), 2017 & 2022

Figure 54: Italy: Potato Protein Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 55: Spain: Potato Protein Market: Sales Value (in Million US\$), 2017 & 2022

Figure 56: Spain: Potato Protein Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 57: Russia: Potato Protein Market: Sales Value (in Million US\$), 2017 & 2022

Figure 58: Russia: Potato Protein Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 59: Others: Potato Protein Market: Sales Value (in Million US\$), 2017 & 2022

Figure 60: Others: Potato Protein Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 61: Latin America: Potato Protein Market: Sales Value (in Million US\$), 2017 & 2022

Figure 62: Latin America: Potato Protein Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 63: Brazil: Potato Protein Market: Sales Value (in Million US\$), 2017 & 2022

Figure 64: Brazil: Potato Protein Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 65: Mexico: Potato Protein Market: Sales Value (in Million US\$), 2017 & 2022

Figure 66: Mexico: Potato Protein Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 67: Others: Potato Protein Market: Sales Value (in Million US\$), 2017 & 2022

Figure 68: Others: Potato Protein Market Forecast: Sales Value (in Million US\$),

2023-2028

Figure 69: Middle East and Africa: Potato Protein Market: Sales Value (in Million US\$), 2017 & 2022

Figure 70: Middle East and Africa: Potato Protein Market: Breakup by Country (in %), 2022

Figure 71: Middle East and Africa: Potato Protein Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 72: Global: Potato Protein Industry: SWOT Analysis

Figure 73: Global: Potato Protein Industry: Value Chain Analysis

Figure 74: Global: Potato Protein Industry: Porter's Five Forces Analysis

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