

EUROPE PROTEIN INGREDIENTS MARKET FORECAST 2017-2024

<https://marketpublishers.com/r/E6344A09D7AEN.html>

Date: February 2017

Pages: 93

Price: US\$ 1,250.00 (Single User License)

ID: E6344A09D7AEN

Abstracts

KEY FINDINGS

The Europe protein ingredients market was worth 1804.46-kilo tons in the year 2016. It is anticipated to grow at a CAGR of 2.12% during the forecast period of 2017-2024 and predicted to reach 2133.1 kilo-tons by 2024. At present, the European market has the highest share in the protein ingredient market as compared to any other regions because of various aspects such as awareness regarding functional properties, high demand for protein products, technological upgrading, and the various marketing strategies applied by the companies in order to expand their sales.

MARKET INSIGHTS

The protein ingredient market segmentation is done on the basis of application, the ingredient form, and the type of feedstock. The applications include profitable industries like meat additives, functional foods, sports nutrition, pharmaceuticals, confectionery & other food products. On the basis of segmentation by form; the powder form of protein ingredients holds the largest market share at present because of its long shelf life as compared to other forms like bars, tablets, ready to drink, etc. On the basis of feedstock, the protein ingredients market is segmented into wheat, pea, soy, canola, whey, casein, milk, egg, pork, beef, and others. Due to the increasing concerns regarding the food safety of the proteins derived from animals, consumers are shifting towards proteins like whey pea, soybean, and canola. Whey and soy currently have the largest market in the feedstock segment. In spite of all these flourishing market segments, the protein ingredient market is facing some tough challenges due to factors like lack of health benefit knowledge about the products, changing climates in different regions affecting the productivity of feed stocks, rising prices of commodities and

emerging substitute markets for proteins

COMPETITIVE INSIGHTS

Harbin Hi-Tech Soybean Food Co Gushen Biological Technology Group Co.Ltd, Solbar Ltd, Nutripea, Shandong Sinoglory Health Food Co. Ltd, Archer Daniels Midland Company, Solae, Linyi Shansong Biological Products Co Ltd, Crown Protein, and Shandong Yuwang Industrial Co.Ltd. Ltd are some of the top players in the protein ingredient market.

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