

# GLOBAL WHEY PROTEIN MARKET FORECAST 2017-2025

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## Abstracts

### KEY FINDINGS

The global whey protein market is predicted to rise at a CAGR of 4.66% over the forecast period of 2017-2025. The major factor responsible for the market growth includes the rising demand for dairy alternatives, increased consumption of packaged and specialty foods, growing health and wellness trends and a rising awareness regarding the overall benefits of whey protein.

### MARKET INSIGHTS

The global whey protein market segments can be categorized by type and application. By type, the market is further divided into WPC 80, WPC 35, WPH and WPI. The application segment includes infant nutrition, functional foods and beverages, clinical nutrition, sports foods and beverages, and other applications. The functional food application is anticipated to account for a major share over the years on account of the rising health awareness and increased demand for probiotic products.

### REGIONAL INSIGHTS

The global whey protein market is geographically divided into four major regions which includes North America (U.S., Canada & Mexico), Europe (UK, France, Germany, Italy, Russia, RoE), Asia Pacific (China, India, Thailand, Australia, RoAPAC) and the rest of World (Brazil, Egypt, South Africa). The European market held the biggest share in 2016 and is predicted to continue its successful run throughout the forecast period. Also, the APAC region is predicted to showcase the fastest growth over the forecast period owing to the increased demand from its large population base.

## COMPETITIVE INSIGHTS

Global vendors are looking to strengthen their base in the regional markets by making acquisition of the local vendors and employing various strategies for increasing the loyalty to their brand. Some of these global giants include Danone, Arla Foods, Fonterra, Omega Protein, Hilmar Ingredients, Cargill, Erie Foods International Inc, Davisco Foods, Grande Custom Ingredients, Agropur MSI, LLC, Weider, American Dairy Products Institute, Leprino Foods Co, Saputo Ingredients Champignon-Hofmeister Group, Meggle Group, Warrnambool Cheese & Butter Factory, Milk Specialties, Westland Milk Products, and Glanbia Plc.

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2. DANONE
3. FONTERRA
4. CARGILL

5. DAVISCO FOODS
6. ERIE FOODS INTERNATIONAL, INC.
7. GRANDE CUSTOM INGREDIENTS
8. WEIDER
9. AGROPUR MSI, LLC
10. AMERICAN DAIRY PRODUCTS INSTITUTE
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