

India Plant Protein Market - Forecasts from 2020 to 2025

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Abstracts

The Indian plant protein market is projected to grow at a CAGR of 10.47% during the forecast period. There is a rising prevalence of lactose intolerance and gluten allergies among the geriatric population and the middle-aged population in India, which is encouraging these individuals to adopt and consume proteins sourced from plants such as pea and soy, which are particularly famous in Indian dishes and provides health benefits. Therefore, the consumption and the demand for the plant proteins are surging and accelerating the market growth over the forecast period. In addition, the rising trend of following a sedentary lifestyle among the younger generation is decreasing and acting as a contributor to the market growth.

Furthermore, major market players are coming up with new and enhanced measures such as offering top-quality products in order to cater to the general population effectively and continuously contributing to the market growth. For instance, Kerry Inc., one of the leading companies dealing in the provision of offer two plant protein products under its product portfolio called the ProDiem and ProDiem Refresh. ProDiem Plant Protein is a product that is able to offer optimized nutrition and taste. It makes the use of unique flavors by Kerry to deliver an enhanced mouthfeel. It is made using a combination of pea protein and rice protein and is able to facilitate the delivery of complete proteins and all essential amino acids required for improved and effective protein digestibility and faster absorption, which is essential to improve the Protein Digestibility Corrected Amino Acid Score (PDCAAS), thus completing the daily protein intake requirements. In addition, it has benefits such as being soy and dairy-free, being a vegan-friendly alternative, has a cleaner flavor and aids in weight management among others and can be used in different food and beverages. The ProDiem Refresh, on the other hand, is a protein product, which is allergen-free and specially developed for the use in low-pH beverages. It is a pea protein hydrolysate and offers a clean taste

coupled with a lighter texture and is ready to be used in a variety of applications such as waters, juices and energy drinks. Some of the key benefits of this product are that it is completely free from dairy, collagen, gluten and soy, it is non-GMO, adheres to the Kosher and Halal standards and there is no requirement of stabilizers for its consumption.

Dietary Supplements to hold a significant share

By application the market has been segmented on the basis of dietary supplements, food and beverages, pharmaceuticals, and animal feed. Dietary supplements are projected to hold a notable share in the market owing to the fact that there is an increase in the number of individuals among the middle-aged population and young population joining and going regularly to fitness centers in order to get fit and build muscles. The major requirement for this is the consumption of abundant proteins in order to meet the daily-recommended protein levels.

Segmentation

By Source

Pea

Rapeseed

Soy

Hempseed

Others

By Form

Protein Concentrates

Protein Isolates

Protein Hydrolysate

By Application

Dietary Supplement

Food and Beverages

Pharmaceuticals

Animal Feed

By Distribution Channel

Online

Offline

Contents

1. INTRODUCTION

- 1.1. Market Definition
- 1.2. Market Segmentation

2. RESEARCH METHODOLOGY

- 2.1. Research Data
- 2.2. Assumptions

3. EXECUTIVE SUMMARY

- 3.1. Research Highlights

4. MARKET DYNAMICS

- 4.1. Market Drivers
- 4.2. Market Restraints
- 4.3. Porters Five Forces Analysis
 - 4.3.1. Bargaining Power of Suppliers
 - 4.3.2. Bargaining Power of Buyers
 - 4.3.3. Threat of New Entrants
 - 4.3.4. Threat of Substitutes
 - 4.3.5. Competitive Rivalry in the Industry
- 4.4. Industry Value Chain Analysis

5. INDIA PLANT PROTEIN MARKET BY SOURCE

- 5.1. Introduction
- 5.2. Pea
- 5.3. Rapeseed
- 5.4. Soy
- 5.5. Hempseed
- 5.6. Others

6. INDIA PLANT PROTEIN MARKET BY FORM

- 6.1. Introduction
- 6.2. Protein Concentrates
- 6.3. Protein Isolates
- 6.4. Protein Hydrolysate

7. INDIA PLANT PROTEIN MARKET BY APPLICATION

- 7.1. Introduction
- 7.2. Dietary Supplements
- 7.3. Food and Beverages
- 7.4. Pharmaceuticals
- 7.5. Animal Feed

8. INDIA PLANT PROTEIN MARKET BY DISTRIBUTION CHANNEL

- 8.1. Introduction
- 8.2. Online
- 8.3. Offline

9. COMPETITIVE INTELLIGENCE

- 9.1. Major Players and Strategy Analysis
- 9.2. Emerging Players and Market Lucrativeness
- 9.3. Mergers, Acquisitions, Agreements, and Collaborations
- 9.4. Vendor Competitiveness Matrix

10. COMPANY PROFILES

- 10.1. DuPont
- 10.2. Amway
- 10.3. Givaudan
- 10.4. Kerry Inc.
- 10.5. ADM
- 10.6. List is not Exhaustive*

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