

# Wheat Protein Market - Forecasts from 2021 to 2026

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## Abstracts

The wheat protein market is expected to grow at a compound annual growth rate of 5.58% over the forecast period to reach a market size of US\$2,023.92 million in 2026 from US\$1,461.593 million in 2020. Wheat protein refers to the wheat made up of insoluble protein compounds gliadin and glutenin which can be used as similar to the wheat dough and can be used for baking, making bread, nutritional bars and nutraceutical supplements and others. The market for wheat proteins is growing due to growing health concerns, consumers are decreasing their consumption of meat to reduce fat intake. Wheat protein is a good alternative for vegans and lactose-intolerant consumers. The increasing demand for bakery products is also expected to drive the market growth. But the growing number of gluten-intolerant consumers is expected to be a restraint for market growth. By product, wheat gluten is expected to have a considerable market share due to its widespread usage in bakery products and its role as a meat alternative for vegans. By application, pet food is expected to have a notable growth rate due to increasing expenditure on pet food products. By geography, Europe is estimated to have a significant market share due to the presence of mature wheat protein industry and major market players. The market growth rate is also expected to be high in the region owing to the growing vegan population, new product launches and an increase in R&D investment.

Many competitors in the wheat protein market are preparing to launch innovative products into the market for good market footing. The companies are also undertaking online and offline social media campaigns for placing product offerings. For instance, Muscle Blaze from India has undertaken gym workout motivation campaigns on social media which received over 9,000 respondents impression using their products with the stipulated time of three weeks with over 4,000 consumer videos on youtube promoting the campaign. In the US, There have been IPO launches such as that of Beyond Meat

Under the COVID-19 pandemic, the market growth has been marginally impacted by

the recent outbreak since the disruption in the supply chain, lack of workforce have negatively affected the demand under the lockdown series. However, as soon as the lockdown lifted, the market witnessed an increase in the demand for the wheat proteins as it served as immunity booster as prevention against COVID-19 virus. The wheat protein goods are also in demand for the cattle feed which aims to increase the strength and productivity of the cattle.

### Growing demand for meat-free diet due to growing health concern

The nations with stable income consumers such as the United States, UK, the consumers are getting sensitized about the usage of wheat proteins. Conventionally, meat and non-vegetarian items have been considered as the primary source of protein. However, the transformation in consumer behaviour and efforts to maintain a healthy lifestyle, also focusing on environmental concerns as well as reducing animal cruelty. These trends have opened up the markets for the wheat protein-based items. There seems to be an inclination in the market towards wheat protein from 2019. As per the data by the International Food Information Council Foundation, 2019 over 70% people in Washington D.C. had preferred wheat protein. Then latent demand made a breakthrough in 2020 as the pandemic progressed, the consumers shifted their dietary preferences from non-vegetarian to vegetarian and even vegan. This is expected to increase the demand for the wheat protein items to fulfil the dietary specifications. The wheat proteins demand is driven by the increase in the products offering such as nutrition bars, quick snacks etc. With such shifts in the consumption pattern, the market is witnessing investments, collaborations and innovative nutritional product launches showcasing the confidence in the upcoming demand volume. In Asia-Pacific, India being an agrarian economy and stable demand for vegetarians and vegans products have witnessed growth in the wheat food products recently. For instance, in September 2020, Muscle Blaze has introduced wheat protein-based supplements for sportspersons and athletes. The product Biozyme immunity has been added to the routine diet of the consumer under the COVID-19 pandemic. The substrate of wheat protein which serves as an ingredient in the supplement is developed with the collaboration of Ixoreal Biomed based out of Hyderabad. Other products releases in India such as Avvatar by Parag Milk Foods, HealthXP wheat supplements have been added to the market and is driving up the wheat proteins demand specially among vegetarian athletes and sportspersons as an alternative to meat foods.

### Increase in demand for bakery products

The market for wheat protein is majorly being driven by the globally growing bakery

sector. There is growing consumption of bakery items in several emerging countries in Asia-Pacific such as India, Bangladesh with increasing purchasing power and disposable income of the people coupled with a presence of an increasing number of small domestic bakers in the developing economies are some of the major factors responsible for the market growth over the next five years. Furthermore, now the usual items such as bread puffs etc. are made of wheat protein dough and place the then food items which are considered as fast or junk food under the healthy slab. Such items are of interest for the working people having limited time to prepare meals.

## Regional Analysis

Geographically, North America have a dominant share for the wheat protein market which can be attributed to the increase in consumption of wheat protein-based bakery products, nutraceutical supplements. The consumption of wheat protein is high in North America given that there is an obesity rate of approximately 40% as per the data by the National Centre for Health Statistics. After North America follows European nations such as France, the Netherlands, Spain and Germany being primary nations having the share. Asia-Pacific nations such as India, China, Japan has been in trend due to changing consumer preferences, increasing disposable income for spending on healthy lifestyle products, and growing awareness and interest towards dietary supplements apart from conventional products.

## Segmentation

### By Type

Soluble

Non-Soluble

### By Process

Emulsification

Foaming

Binding

Others

## By Applications

Bakery and Confectionery Items

Nutritional Supplements

Animal Feed

Others

## By Geography

North America

United States

Canada

Others

South America

Brazil

Argentina

Others

Europe

UK

Germany

France

Others

## Middle East and Africa

Saudi Arabia

UAE

Others

## Asia Pacific

China

India

Japan

South Korea

Others

Note: The report will be delivered in 2-3 business days.

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