

India Whey Protein Market Assessment, By Product Type [Whey Protein Concentrate, Whey Protein Isolate, Whey Protein Hydrolysate], By Application [Sports Nutrition, Dietary Supplements, Functional Foods, Infant Formula, Bakery & Confectionery, Beverages, Others], By Price Range [Premium, Mid-range, Economy], By End-user [Athletes & Bodybuilders, Health-Conscious Consumers, Elderly Population, Children, Vegetarians/Vegans], By Distribution Channel [Online Retail, Specialty Stores, Supermarkets/Hypermarkets, Convenience Stores, Drugstores/Pharmacies, Others], By Region, Opportunities, and Forecast, FY2017-FY2031F

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Abstracts

The Whey Protein Market in India is experiencing significant growth and gaining momentum. The market was estimated at USD 923 million in FY2023 and is anticipated to reach USD 2007 million in FY2031, growing at a CAGR of 10.2% from FY2024 to FY2031.

India stands out as a rapidly advancing nation, with its food sector experiencing an impressive threefold growth in the past decade, a trajectory projected to continue over the next ten years. Notably, functional food and beverages have gained tremendous popularity among health-conscious Indians, particularly products infused with the health benefits of whey protein. The demand for personal care items containing whey protein

has surged across the region, further fuelled by India's substantial youth population, making them a prime target audience for whey protein consumption. As of 2021, the Indian Ministry of External Affairs reported that a significant portion of the global youth population resides in India, driving the market's expansion.

The surge in distribution channels, particularly health stores in tier 1 and tier 2 cities, has significantly boosted product visibility. Government initiatives promoting mass protein awareness also contribute to the market's growth. Various schemes, such as the National Sports Talent Contest Scheme (NSTC), Centre of Excellence Scheme (COX), COME and PLAY Scheme, and the Khelo India Scheme, aim to foster a sports culture, likely leading to increased interest in fitness activities and related industries, including the whey protein market.

These factors collectively indicate India's potential for rapid growth during the forecast period, attracting companies seeking to boost their sales in this burgeoning market. For instance, in March 2022, Explosive Whey introduced India's first athlete-standard whey protein brand, exemplifying the industry's keen interest in capitalizing on this expanding opportunity.

Rise in Engagement in Physical Activities and Increased Demand for Sports Nutrition

The expanding middle class in India is showing a growing inclination toward embracing physical activities such as walking, running, weekend trekking, and more. For the millennial population in the country, fitness and sports have transitioned from being exclusive to professional athletes to becoming integral parts of their lifestyle. This trend has played a significant role in the consistent growth of the whey protein market in India. Moreover, the post-pandemic era has seen a surge in demand for virtual classes offering activities like yoga, aerobics, and Zumba.

The younger generation's increasing interest in sports and fitness drives the demand for sports nutrition products. Sports drinks infused with whey protein have gained substantial traction in recent years. This growth has spurred new product launches, prompting many companies to invest in research and development to meet the rising consumer demand. In January 2023, Heritage Foods, a dairy products company headquartered in Hyderabad, ventured into the rapidly expanding energy drink market by introducing GlucoShakti, a beverage crafted from whey. The whey-based instant energy drink is accessible in Telangana, Andhra Pradesh, Karnataka, and Tamil Nadu.

Whey Protein Concentrates (WPC) Lead the Market

The market growth in the country has been significantly boosted by the diverse benefits of whey protein concentrates, including their ease of digestion, efficient processing, and cost-effective applications. Additionally, the growing consumption of sports nutrition products among Indian youth has increased the demand for whey protein concentrates, given their extensive use in this segment. Anticipated growth in imports is on the horizon for whey protein concentrate, given its reputation as one of the most economical options with the least protein content per 100 grams. In some instances, despite the lower protein content, it is treated as a wholefood due to the presence of lactose and milk fat. In September 2022, Dyet Nutrition, a prominent Indian brand specializing in nutritional supplements, introduced a fresh range of whey protein concentrates, available in enticing vanilla and chocolate flavours. This product rollout aims to cater to the needs of bodybuilders, athletes, and individuals committed to holistic fitness, offering them top-tier supplements of exceptional quality.

Government Initiatives and Growing Awareness

Government initiatives and growing awareness have emerged as significant market drivers for the whey protein industry in India. The government's focus on promoting health and well-being through various campaigns, policies, and public programs has heightened awareness about the importance of protein supplementation in the diet, including the consumption of whey protein. Health-conscious initiatives, such as fitness drives, nutritional education, and wellness programs like Ayushman Bharat, and the Fit India movement, have encouraged individuals to adopt healthier lifestyles, increasing demand for protein supplements. Moreover, government-backed initiatives to address malnutrition and improve healthcare infrastructure indirectly contribute to the whey protein market by creating a larger consumer base seeking high-quality protein supplements. As these efforts gain momentum and people become more conscious of their nutritional needs, the demand for whey protein has surged in India.

Medical and Clinical Utilisation

Beyond its popularity among fitness enthusiasts, whey protein's application in medical and clinical contexts has contributed to market growth. Its high-quality protein content, rich in essential amino acids, makes it valuable in addressing malnutrition and supporting patients with certain medical conditions. In healthcare facilities, whey protein supplements enhance protein intake, aiding muscle preservation, wound healing, and overall recovery for patients recovering from surgeries, illnesses, or injuries. Additionally, its easily digestible nature makes it suitable for individuals with digestive

issues or those needing a gentle protein source. In June 2023, at the esteemed International Health, Sports, and Fitness Festival (IHFF), the prominent Indian retail brand for bodybuilding supplements, DC Doctor's Choice, introduced the innovative 3 Whey Fusion Protein, featuring an array of enticing choices, from four delectable options: Choco Brownie Fudge, Strawberry Banana Milkshake, Alphonso Mango, and the much-celebrated, top-selling flavour, Malai Kulfi Falooda.

Impact of COVID-19

The COVID-19 pandemic had a mixed impact on the India whey protein market. Initially, there was a disruption in the supply chain due to lockdowns and restrictions, leading to production delays and logistics challenges. However, as people became more health-conscious during the pandemic, there was an increased focus on fitness and boosting immunity, driving demand for nutritional supplements, including whey protein. The rise in home workouts and the closure of gyms prompted many individuals to seek protein supplementation to maintain their fitness regimens. While the short-term supply chain disruptions caused some challenges, the long-term impact was a growing recognition of the importance of health and nutrition, which positively influenced the whey protein market as consumers prioritized wellness and overall health.

Key Players Landscape and Outlook

The India whey protein market has been influenced by factors such as the rising health-conscious population, increasing disposable income, urbanization, growth in fitness centers and gyms, and the adoption of Western dietary and lifestyle trends. The landscape for the market is competitive, with both domestic and international brands vying for consumer attention. The market has also seen the emergence of local brands, online retailers, and health-focused stores that offer a variety of whey protein products to cater to different consumer preferences and price points.

Some companies are even forming strategic collaborations with international brands, to tap into the expertise and global recognition of established players. In April 2022, Tirupati Lifesciences, in collaboration with Isopure, a prominent brand in the US's premium lifestyle performance nutrition sector, established the sole international manufacturing facility for Isopure outside of the United States. This decision responded to the increasing demand for Isopure in India.

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*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work

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