

# **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 Distribution Channel [Online Retail, Specialty Stores, Supermarkets/Hypermarkets, Convenience Stores, Drugstores/Pharmacies, Others], By Region, Opportunities, and Forecast, 2016-2030F**

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## **Abstracts**

The Whey Protein Market has witnessed remarkable growth in recent years, driven by increasing consumer awareness of health and fitness and a growing demand for high-quality protein sources. The market size was valued at USD 4.67 billion in 2022 and is projected to reach USD 7.6 billion by 2030, growing at a CAGR of 6.3% from 2023 to 2030.

Whey protein, a byproduct of cheese production, has become a versatile nutritional supplement. One of the key drivers of this market's expansion is the rising interest in fitness and active lifestyles across the globe. Athletes, bodybuilders, and fitness enthusiasts value whey protein for its high biological value and essential amino acids, aiding muscle recovery and growth. Additionally, a growing elderly population seeks protein-rich supplements to maintain muscle mass and overall health. Whey protein's widespread applications extend beyond sports nutrition. It's a valuable ingredient in functional foods, infant formula, and dietary supplements, providing a convenient and

efficient way to meet protein needs.

Active women who engage in fitness activities or lead busy lifestyles also consume whey protein supplements to meet their protein needs and aid in muscle recovery. Protein intake is essential for maintaining muscle mass, especially as women age. In November 2022, Glanbia Nutritionals, a subsidiary of Glanbia plc, introduced FerriUp, a whey protein concentrate for active women. This product offers lactoferrin and vitamin B12 to address women's needs.

The market has seen innovation in flavours, formulations, and packaging, making whey protein products more appealing to a diverse consumer base. Geographically, North America and Europe have historically been significant markets for whey protein, owing to well-established fitness cultures and health-conscious consumers. However, the Asia-Pacific region is emerging as a robust growth area, driven by a rising middle class, increasing disposable income, and a growing interest in Western dietary trends.

### Rising Demand for Nutritional Supplements

The global market for nutritional supplements has been experiencing a notable upsurge in demand, driven by a growing emphasis on health and well-being. This surge is influenced by individuals' desire to supplement their diets with essential nutrients that might be lacking from regular food intake. Many consumers, especially those leading busy lifestyles, find it challenging to maintain a balanced diet, leading them to turn to supplements to fill nutritional gaps. The rising interest in preventive healthcare and the aging population's desire to support their overall health have further fuelled this demand. Advances in product formulations, increased awareness through digital platforms, and endorsements by healthcare professionals have also contributed to the heightened interest in nutritional supplements. This trend will continue as individuals proactively seek ways to enhance their health and longevity. In July 2023, Hilmar Cheese Co. Inc. introduced PROtelyze Extend, a hydrolyzed whey protein isolate designed for nutrition bars. This product enhances protein levels in bars and maintains a pleasing texture over their shelf life.

### Expansion of the Fitness Industry

The fitness industry has grown remarkably in recent years, becoming a significant global phenomenon. This growth can be attributed to various factors, including increased health awareness, changing lifestyles, and technological advancements. The desire to maintain a healthy lifestyle, coupled with the pursuit of aesthetic goals, has

driven this expansion. Additionally, the rise of social media has amplified fitness influencers' impact, inspiring countless individuals to adopt healthier habits. The industry's diversification, offering specialized training programs, such as HIIT (High-Intensity Interval Training), yoga, and CrossFit, has broadened its appeal. As the fitness industry adapts to consumer demands, it contributes significantly to the global economy while promoting physical well-being. In August 2022, Optimum Nutrition (ON) introduced the Gold Standard Protein Shake, a whey protein ready-to-drink (RTD) option available in both chocolate and vanilla flavours. This formulation delivers 24 grams of protein per serving.

### Government Regulations

Government regulations play a vital role in ensuring the whey protein market's safety, quality, and transparency. These regulations cover various aspects of whey protein production, labeling, and distribution. They set standards for food safety, specifying permissible levels of contaminants and microbial testing to safeguard consumers' health. Good Manufacturing Practices (GMP) ensure consistent quality by imposing stringent production and sanitation standards. Governments may also regulate health claims on whey protein products, requiring scientific evidence to support asserted benefits. Import and export regulations govern the movement of whey protein products across borders, impacting international trade. In some regions, whey protein falls under dietary supplement regulations, dictating specific labeling, composition, and advertising guidelines. Staying compliant with these evolving regulations is crucial for manufacturers and distributors to maintain product integrity and consumer trust while navigating the global whey protein market.

### Growing Middle-Class Population in Emerging Economies Fuelling the Market

The burgeoning middle class in emerging economies is a significant catalyst for the surging demand for whey protein. As individuals transition from lower-income brackets, a heightened focus is on health, wellness, and fitness. Whey protein, known for its high-quality protein content and essential amino acids, aligns perfectly with these aspirations. The growing middle class seeks nutritional products that support active lifestyles, muscle development, and weight management. Additionally, urbanization and changing dietary preferences often increase protein intake, making whey protein an appealing option. The convenience of whey protein supplements and their role in maintaining health and fitness goals resonates with this demographic. In May 2023, Arla Foods Ingredients recently introduced a unique infant formula ingredient rich in alpha-lactalbumin, addressing the increasing demand for low-protein formulations. This

ingredient is abundant in essential amino acids, including cysteine, making it a valuable addition as it closely mimics the composition of whey protein found in human milk.

### North America Holds a Prominent Position

North America has consistently held a prominent position as one of the largest and most influential markets for whey protein. Its status as a powerhouse in the whey protein industry can be attributed to a combination of factors. The region boasts a robust fitness culture and high demand for sports nutrition products and dietary supplements. The United States, with its large population and wellness-focused consumer base, has driven significant consumption of whey protein.

Additionally, established industry players, advanced distribution networks, and a strong emphasis on health and wellness trends have further propelled North America's leadership in the whey protein market. The widespread adoption of whey protein across various sectors, including sports nutrition, functional foods, and beverages, has solidified North America's reputation as a key hub for whey protein consumption, making it a critical market for industry growth and innovation.

### Impact of COVID-19

The COVID-19 pandemic has had a multifaceted impact on the whey protein market. Supply chain disruptions, driven by global lockdowns and restrictions, may have influenced the availability and pricing of whey protein products. Changes in consumer behaviour, including reduced gym access and economic uncertainties, adversely affected the demand patterns. Conversely, a heightened focus on health and immunity during the pandemic led many individuals to seek nutritional supplements like whey protein. E-commerce growth, driven by physical store closures, has positively reshaped the distribution channels for these products.

### Key Players Landscape and Outlook

The whey protein market features a competitive landscape with several influential players shaping the industry. Prominent key players in the whey protein market include industry giants like Glanbia plc, Arla Foods Ingredients Group, Hilmar Cheese Company, Inc., recognized for their diverse range of high-quality whey protein products tailored to various consumer preferences. The outlook for the whey protein market appears promising, driven by growing health and fitness awareness, the demand for nutritional supplements, and ongoing product innovation. The industry is witnessing a

trend toward specialized whey protein products, such as plant-based alternatives catering to the expanding vegan market.

Furthermore, the proliferation of e-commerce platforms provided a fresh avenue for market expansion, enhancing accessibility for consumers. Company collaborations are also trending in order to serve the customised demands of the customers. In June 2022, NZMP, Fonterra's global ingredient business, collaborated with Tillamook County Creamery Association (TCAA) and Three Mile Canyon Farms in the US to launch Pro-Optima™, an exceptional functional Whey Protein Concentrate (fWPC), into the market.

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