

Extruded Protein Crispies and Inclusions Market By Protein Source Type (Plant-Based, Dairy-Based, and Animal-Based), Protein Content, Application (Sports Nutrition, Functional Foods, Breakfast Cereals, and Others), and Region – Global Forecast To 2031

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Abstracts

The expanding use of extruded protein crispies and inclusions in sports nutrition, breakfast cereals, functional foods, and snacks is expected to drive the market.

The extruded protein crispies and inclusions market is estimated to be USD 0.29 billion in 2026 and is projected to reach USD 0.46 billion by 2031, at a CAGR of 9.9%.

The extruded protein crispies and inclusions market is gaining momentum, driven by increasing consumer demand for protein-fortified and functional food products. Food manufacturers are incorporating protein crispies and inclusions into sports nutrition products, breakfast cereals, snack bars, and ready-to-eat foods to enhance protein content while improving texture, crunch, and visual appeal. Growing consumer preference for convenient, high-protein foods, coupled with advancements in extrusion technology that enable the production of high-quality protein ingredients from plant- and dairy-based sources, is expected to support market growth. However, fluctuations in protein raw material prices and the technical challenges associated with maintaining texture and functionality at high protein concentrations may constrain market expansion.

Disruptions in the extruded protein crispies and inclusions market may offer opportunities for players.

The extruded protein crispies and inclusions market is evolving alongside growing demand for protein-fortified and functional food ingredients, creating new opportunities

for manufacturers. Rising adoption of plant-based proteins such as pea, soy, fava bean, and oat, coupled with increasing demand for dairy-based protein crispies, is encouraging companies to diversify their protein portfolios. At the same time, advancements in extrusion technologies are enabling the development of crispies with improved texture, higher protein content, and enhanced functionality, broadening their application across sports nutrition, breakfast cereals, snacks, and functional foods.

On the application front, expanding demand for clean-label, high-protein, and convenient food products is driving manufacturers to develop customized protein crispies and inclusions with tailored sizes, shapes, textures, and nutritional profiles. Growing interest in sustainable protein sources, including upcycled and alternative plant proteins, is further creating opportunities for product innovation and portfolio expansion. Companies that invest in advanced extrusion capabilities, ingredient diversification, and application-specific product development are well-positioned to capitalize on evolving consumer preferences and strengthen their competitive position in the market.

“Growing demand for protein-enriched foods and plant-based nutrition is expected to support the growth of plant-based protein crispies and inclusions.”

By protein source type, plant-based proteins are witnessing increasing adoption as food manufacturers expand their portfolios of protein-enriched and plant-based products to meet evolving consumer preferences. Protein sources such as soy, pea, wheat, rice, fava bean, oat, and other plant proteins are widely used in the production of extruded protein crispies and inclusions due to their suitability for extrusion processing and broad application potential. Their ability to support high-protein formulations while addressing consumer demand for plant-based, vegan, and clean-label products has contributed to their growing use across protein bars, breakfast cereals, granola products, bakery products, snacks, and functional foods. Furthermore, continued advancements in plant protein processing technologies and increasing investments in production capacity are improving product quality, functionality, and ingredient availability. These factors are expected to support the continued growth of the plant-based protein segment during the forecast period.

“Breakfast cereals are expected to be the fastest-growing application segment in the extruded protein crispies and inclusions market during the forecast period.”

By application, the breakfast cereals segment, which includes granola, muesli, and ready-to-eat cereals, is projected to register the highest growth during the forecast period. Growth is driven by the increasing incorporation of extruded protein crispies and

inclusions to enhance protein content, texture, crunch, and visual appeal while meeting consumer demand for convenient, protein-rich breakfast products. Manufacturers are expanding their portfolios with high-protein cereal offerings to address the growing preference for functional and health-oriented foods. Additionally, continued innovation in breakfast cereal formulations and the rising popularity of protein-fortified granola, muesli, and ready-to-eat cereals are expected to support the rapid growth of this application segment throughout the forecast period.

“Europe is expected to account for a significant share of the extruded protein crispies and inclusions market during the forecast period.”

Europe is expected to account for a notable share of the extruded protein crispies and inclusions market during the forecast period. The region has a well-established market for sports nutrition products, functional foods, breakfast cereals, and high-protein snacks, which are key application areas for protein crispies and inclusions. Countries such as Germany, the UK, France, Italy, and Spain are important markets, supported by growing consumer interest in protein-enriched foods, health and wellness products, and convenient nutrition. The region also benefits from a strong food processing industry and the presence of manufacturers offering protein-based ingredient solutions for a wide range of food applications. In addition, Europe is witnessing continued product innovation in protein-fortified foods, particularly across sports nutrition, cereal, bakery, and snack categories. The increasing use of both plant-based and dairy-based protein ingredients, along with growing demand for clean-label and nutrition-focused products, is supporting the adoption of protein crispies and inclusions across the region. Continued investment in product development and ingredient innovation is expected to support Europe's position in the global extruded protein crispies and inclusions market.

In-depth interviews were conducted with chief executive officers (CEOs), directors, and managers from various key organizations operating in the extruded protein crispies and inclusions market.

By Company Type: Tier 1 – 25%, Tier 2 – 45%, and Tier 3 – 30%

By Designation: Directors– 35%, C-Level – 40%, Others – 25%

By Region: North America – 20%, Europe – 25%, Asia Pacific – 35%, South America – 15%, and Rest of the World –5%

Prominent companies in the market include PGP International (US), ADM (US), Glanbia plc (Ireland), Balchem Corp (US), Actus Nutrition (US), Fonterra Co-operative Group Limited (New Zealand), MGP Ingredients, Inc. (US), PURIS (US), AGT Food and Ingredients Inc. (Canada), Richardson International Limited (Canada), GB Food Inc. (US), Cowin Food (China), CII Foods (US), Stephano Group Ltd. (Canada), and Reifon (China),

Research Coverage

This research report categorizes the extruded protein crispies and inclusions market, by protein source type: plant-based proteins (soy, pea, wheat, rice, fava bean, oat, others (lentil, potato, canola/rapeseed, mung bean, mixed plant blends), dairy-based proteins (whey protein concentrate, whey protein isolate, milk protein concentrate and others), animal-based proteins | by protein content: below 50%, 50%–70%, above 70%, | by application: sports nutrition (protein bars, protein powders, RTD protein beverages, recovery nutrition), functional foods (meal replacement products, weight management products, high-protein snacks, clinical nutrition foods) breakfast cereals (granola, muesli, ready-to-eat cereals), bakery, confectionery, snacks, dairy & dairy alternatives, others (pet food, animal nutrition, nutraceuticals), and region (North America, Europe, Asia Pacific, South America, and RoW).

The report's scope encompasses detailed information on the major factors, including drivers, restraints, challenges, and opportunities, which influence the growth of the extruded protein crispies and inclusions industry. A thorough analysis of the key industry players was done to provide insights into their business, services, key strategies, contracts, partnerships, agreements, product launches, mergers & acquisitions, and recent developments associated with the extruded protein crispies and inclusions market. This report provides a competitive analysis of emerging startups in the market ecosystem. Furthermore, the study covers industry-specific trends, including technology analysis, ecosystem & market mapping, and patent & regulatory landscape, among others.

Reasons to Buy This Report

The report provides market leaders/new entrants with information on the closest approximations of revenue numbers for the overall extruded protein crispies and inclusions market and its subsegments. It will help stakeholders understand the competitive landscape and gain more insights to better position their businesses and plan suitable go-to-market strategies. The report will also help stakeholders understand

the pulse of the market and provide them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights into the following pointers:

Analysis of key drivers (growing demand for protein-enriched foods and beverages, increasing use of protein crispies to enhance texture and sensory appeal in food products), restraints (higher production costs associated with specialized protein ingredients and extrusion processes, price volatility and supply fluctuations of key protein raw materials), opportunities (shift from traditional protein sources to diversified protein sources, growing adoption of protein crispies in mainstream bakery, cereal, and snack products), and challenges (maintaining consistent texture and functionality, balancing protein content with sensory appeal)

Product Development/Innovation: Detailed insights into research & development activities and new product launches in the extruded protein crispies and inclusions market

Market Development: Comprehensive information about lucrative markets, by offering analysis of extruded protein crispies and inclusions across varied regions

Market Diversification: Exhaustive information about product sources, geographies, recent developments, and investments in the extruded protein crispies and inclusions market

Competitive Assessment: In-depth assessment of market shares, growth strategies, product offerings, brand/product comparison, and product footprints of leading players such as PGP International (US), ADM (US), Glanbia plc (Ireland), Balchem Corp (US), Actus Nutrition (US), Fonterra Co-operative Group Limited (New Zealand), MGP Ingredients, Inc. (US), PURIS (US), AGT Food and Ingredients Inc. (Canada), Richardson International Limited (Canada), GB Food Inc. (US), Cowin Food (China), CII Foods (US), Stephano Group Ltd. (Canada), and Reifon (China), and other players in the extruded protein crispies and inclusions market

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