

# **2018 Future of Global whey protein market To 2025- Growth Opportunities, Competition And Outlook Of whey protein by Types, Applications and Regions Report**

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## **Abstracts**

Global whey protein markets are witnessing robust growth due to ongoing drive towards investments and plans for market expansion into developing countries. The year 2019 is expected to remain strong for the whey protein market growth, primarily due to widening applications and strengthening buyer power.

Companies in the food & beverage industry are continuously aligning themselves to consumer preferences and recent food consuming trends to emerge as key players in local markets as well as international markets. Growth in imports and exports of whey protein along with increasing support sectors are further fuelling the market growth.

New growth opportunities will emerge across the whey protein market value chain with both suppliers and distributors focusing on adapting to shifting consumer preferences. On the other hand, intensifying competition, demand for high quality products at low costs act as challenges for the market growth to 2025.

## **REPORT DESCRIPTION**

Headline: The whey protein market is estimated to post 3.7% growth in 2019.

The 'Global whey protein market outlook report' from 2019 to 2025 is a comprehensive work on whey protein industry. This research report provides complete insight into penetration of whey protein across applications worldwide. Emphasis is given on the market drivers, restraints and potential growth opportunities. Detailed strategic analysis

review of the whey protein market together with Porter's five forces analysis is provided for global whey protein market.

The whey protein report assesses the 2018 market size in terms of market revenues based on the average prices of whey protein products worldwide. The report also presents a 6-year outlook on the basis of anticipated growth rates (CAGR) for different types of whey protein and the industry as a whole. Further, detailed pricing analysis of products is provided in the report.

The research work also explores how whey protein manufacturers are adapting to the changing market conditions through key market strategies. Further, company to company comparison (Company benchmarking) and whey protein product-to-product comparison (Product benchmarking) are included in the research work. Business, SWOT and financial Profiles of five leading companies in global whey protein market are included in the report.

The whey protein report is segmented into type, applications and geographies. Region wise market dynamics and potential business opportunities across each market segment are provided in the report. Further, application wise and region wise market sizes of whey protein are forecasted to 2025. The global whey protein market report scope spans across 5 key regions that include Asia Pacific (APAC), Europe, North America, South and Central (Latin) America and Middle East and Africa markets.

Recent whey protein industry developments including asset purchases, mergers and acquisitions, joint ventures/collaborations, license agreements, R&D efforts, investments and new product launches are included.

The global food and beverages industry is mainly driven by consumer shift towards healthy foods, population expansion, improved cold chain logistics, adoption of automation systems & products and others. However, the industry may experience vulnerability due to climatic and environmental factors, resource scarcity and periodically due to governing regulatory.

Macro-economic factors such as political uncertainty, price fluctuations, environmental issue and technological advancement are considered for arriving to the global market size. Further, emerging markets for growth of food and beverage industry is analysed to provide holistic view of the market.

## **OUR UNIQUE SELLING PROPOSITIONS**

Publisher expertise: 10+ years experience in market research

Report series: We have been analyzing the industry continuously for past six years and this report is the 8th publication

Robust methodology: both top-down and bottom-up approaches and analysis into 15+ leading companies to arrive at market value are adapted. Data is validated with industry experts to ensure reliability in the current scenario

Detailed Segmentation

Custom Support: We maintain 20+ databases on global food and beverage industry and can provide any tailor made research to suit exact requirements of the client.

## **REPORT SCOPE:**

Long term perspective on the industry:

The base year for the market analysis is 2018 and forecasts are provided from 2019 to 2025

Forecasts are provided for the below segments

Global whey protein Market Value, 2018-2025

whey protein Types, 2018-2025

Applications and End User Verticals, 2018-2025

Geographies, 2018-2025

Strategic Analysis Review:

Near term and long term whey protein market trends

Porter's Five Forces Analysis

Threat of New Entrants

Intensity of Competitive Rivalry

Bargaining power of Buyers

Bargaining power of Suppliers

Threat of Substitutes

Drivers, Challenges and Potential Opportunities

Pricing Analysis

New Business Opportunities

Segments with Highest Potential for Growth, 2019-2025

Countries and Regions to target over the near term and long term future

Competitor Analysis:

Leading whey protein market Companies

Market Shares of Leading Companies

whey protein Company Peer-to-Peer Comparison

whey protein Product Benchmarking

SWOT Analysis of 5 Leading Companies

Financial Analysis of 5 Leading Companies

Key Strategies of leading players

Strategies for Product differentiation and adjusting to the life cycle changes

Manufacturers are looking for productivity improvements and Adding value to their manufacturing operations and end-products

Adopting new technologies such as supply chain intelligence and analytics to customise and enhance product portfolio

Continuously collaborating with other players to gain market share

Enhance productivity and optimizing back end manufacturing processes

Product enhancement through integrating new strategies involving big data, advanced analytics into traditional manufacturing processes

Growing businesses through serving into new application areas and identifying pockets of growth in emerging markets

Focusing on cost effective production with stability and robustness

#### Reasons to Procure the whey protein Research-

The research work is structured to provide actionable insights for industry professionals planning to promote business growth

Formulate your near term and long term strategies through segment wise outlook included in the research

Identify potential opportunities through detailed forecasts of type, applications and regions

Gain clear insights into the market through in-depth strategic analysis review

Beat competition through comprehensive knowledge on market shares, key strategies and company, product benchmarking

Gain from the growing role of developing markets in global whey protein market

## Contents

### **1. TABLE OF CONTENTS**

- 1.1 List of Tables
- 1.2 List of Figures

### **2. GLOBAL WHEY PROTEIN MARKET INTRODUCTION, 2019**

- 2.1 Key whey protein Market Snapshot
- 2.2 Market Scope and Definition
- 2.3 Study Assumptions
- 2.4 Report Guide and Research Methodology

### **3. EXECUTIVE SUMMARY**

- 3.1 Near Term and Long Term whey protein Market Trends, 2019 to 2025
- 3.2 Potential Growth Strategies Opted by whey protein Companies
- 3.3 Global whey protein Market to Post Robust Growth Outlook to 2025
- 3.4 Key whey protein Types with Future Growth Prospects, 2019- 2025
- 3.5 Dominant and Emerging End User Verticals for whey protein markets, 2019- 2025
- 3.6 Fastest Growth Markets to Look for between 2019 and 2025

### **4. DRIVERS AND CHALLENGES FACED BY WHEY PROTEIN COMPANIES**

- 4.1 Key Drivers Fuelling the whey protein Market Growth to 2025
- 4.2 Major Challenges to be Managed for Successful Business Expansion in whey protein industry

### **5 PORTER'S FIVE FORCES ANALYSIS FOR GLOBAL WHEY PROTEIN MARKET**

- 5.1 whey protein Industry Attractiveness Index, 2018
- 5.2 Ranking Methodology
- 5.3 Threat of New Entrants
- 5.4 Bargaining Power of Suppliers
- 5.5 Bargaining Power of Buyers
- 5.6 Intensity of Competitive Rivalry
- 5.7 Threat of Substitutes

## **6. GLOBAL WHEY PROTEIN OUTLOOK AND GROWTH PROSPECTS**

6.1 whey protein Market Outlook, 2019- 2025

6.1 Global whey protein Market Outlook by Type, 2019- 2025

6.2 Global whey protein Market Outlook by End User Vertical, 2019- 2025

6.3 Global whey protein Market Outlook by Region, 2019- 2025

## **7. ASIA PACIFIC WHEY PROTEIN MARKET OUTLOOK AND GROWTH PROSPECTS**

7.1 Key Findings, 2019

7.2 Asia Pacific whey protein Market Outlook by Type, 2019- 2025

7.3 Asia Pacific whey protein Market Outlook by End User Vertical, 2019- 2025

7.4 Asia Pacific whey protein Market Outlook by Country, 2019- 2025

7.5 Dominant Companies in Asia Pacific whey protein Industry

## **8. EUROPE WHEY PROTEIN MARKET OUTLOOK AND GROWTH PROSPECTS**

8.1 Key Findings, 2019

8.2 Europe whey protein Market Outlook by Type, 2019- 2025

8.3 Europe whey protein Market Outlook by End User Vertical, 2019- 2025

8.4 Europe whey protein Market Outlook by Country, 2019- 2025

8.5 Dominant Companies in Europe whey protein Industry

## **9. NORTH AMERICA WHEY PROTEIN MARKET OUTLOOK AND GROWTH PROSPECTS**

9.1 Key Findings, 2019

9.2 North America whey protein Market Outlook by Type, 2019- 2025

9.3 North America whey protein Market Outlook by End User Vertical, 2019- 2025

9.4 North America whey protein Market Outlook by Country, 2019- 2025

9.5 Dominant Companies in North America whey protein Industry

## **10. SOUTH AND CENTRAL AMERICA WHEY PROTEIN MARKET OUTLOOK AND GROWTH PROSPECTS**

10.1 Key Findings, 2019

10.2 South and Central America whey protein Market Outlook by Type, 2019- 2025

10.3 South and Central America whey protein Market Outlook by End User Vertical,

2019- 2025

10.4 South and Central America whey protein Market Outlook by Country, 2019- 2025

10.5 Dominant Companies in South and Central America whey protein Industry

## **11. MIDDLE EAST AFRICA WHEY PROTEIN MARKET OUTLOOK AND GROWTH PROSPECTS**

11.1 Key Findings, 2019

11.2 Middle East Africa whey protein Market Outlook by Type, 2019- 2025

11.3 Middle East Africa whey protein Market Outlook by End User Vertical, 2019- 2025

11.4 Middle East Africa whey protein Market Outlook by Country, 2019- 2025

11.5 Dominant Companies in Middle East Africa whey protein Industry

## **12. COMPETITIVE LANDSCAPE**

12.1 Leading Players

12.2 Market Shares of Top Companies in Revenue Terms, 2017

12.3 whey protein Company Benchmarking

12.4 whey protein Product Benchmarking

12.5 Financial Analysis

## **13. WHEY PROTEIN COMPANIES SWOT AND FINANCIAL ANALYSIS REVIEW**

## **14. RECENT WHEY PROTEIN NEWS AND DEALS LANDSCAPE**

14.1 Mergers and Acquisitions

14.2 New Product Launches

14.3 Asset Transactions

14.4 Financial Announcements

## **15 APPENDIX**

15.1 Publisher Expertise

15.2 Contact Information

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