

# **France Wheat Protein Market By Product (Wheat Gluten, Textured Wheat Protein, Wheat Protein Isolate and Hydrolysed Wheat Protein), By Application (Bakery & Snacks, Pet Food, Processed Meat, Meat Analogs, Nutritional Bars & Drinks and Others), By Form (Dry, Liquid), By Region, Competition, Forecast and Opportunities, 2018-2028F**

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## **Abstracts**

France Wheat Protein Market is anticipated to project steady growth in the forecast period. Wheat protein, commonly referred to as wheat gluten, is a protein-rich food derived from gluten, the primary protein found in wheat. Through a meticulous process, wheat flour dough is thoroughly washed with water to remove all starch granules, resulting in a sticky, elastic mass of insoluble gluten. This gluten mass is then cooked to perfection, unlocking its full potential before being incorporated into a myriad of food products.

Notably, wheat protein serves as an exceptional vegetarian and vegan protein source, offering a wide range of nutritional benefits. Apart from its remarkable protein content, it is frequently harnessed to enhance the texture and protein composition of different food items, making it a highly sought-after ingredient in culinary applications. With its versatility and unique properties, wheat protein adds depth and richness to dishes, elevating the overall dining experience.

### **Key Market Drivers**

Growing Vegan and Vegetarian Population

The burgeoning vegan and vegetarian population is poised to significantly drive demand for wheat protein in France. Embracing a plant-based diet has garnered immense popularity in France owing to heightened consumer consciousness about health, environment, and animal welfare. This dietary shift is fueling the demand for vegetable-based proteins such as wheat protein. Wheat protein, with its rich amino acid profile and meat-like texture, is an ideal meat substitute for vegetarians and vegans. Moreover, it's a key ingredient in a variety of vegan and vegetarian foods, including meat analogs, dairy substitutes, and protein bars. Beyond the vegan and vegetarian population, wheat protein also appeals to flexitarians - individuals who primarily consume a plant-based diet but occasionally eat meat. The rise of flexitarians is therefore further stoking demand for wheat protein. Additionally, the trend of clean-label foods, which calls for natural and minimally processed ingredients, is further driving the wheat protein market. Given these factors, the growing vegan and vegetarian population in France is expected to significantly propel the demand for wheat protein in the coming years.

#### Increasing Demand for Gluten-Free Products

The growth in the demand for gluten-free products in France is expected to fuel an increase in the demand for wheat protein. Wheat protein, known for its ability to mimic the texture and flavor of gluten, has become a dietary staple in many gluten-free products, providing a satisfactory substitute for consumers with celiac disease or gluten intolerance. As awareness of these conditions continues to grow, so too does the demand for gluten-free alternatives.

Recent research suggests a significant increase in the number of people adopting gluten-free diets in France, not only due to health conditions but also as a conscious lifestyle choice. This spike in gluten-free consumers, combined with the rising trend of healthy and clean eating, has led to a notable uptick in the demand for wheat protein. Moreover, thanks to innovative food processing technologies and advancements in food formulation, it is now possible to further enhance the taste and texture of gluten-free products using wheat protein. This improvement has made these products more appealing to a broader consumer base.

Given these ongoing trends, the demand for wheat protein in France is expected to witness substantial growth in the coming years. As more people prioritize their health and seek gluten-free options, the importance of wheat protein as a key ingredient in the production of gluten-free products will continue to rise, contributing to the overall expansion of the market.

## Rising Bakery and Confectionery Industries

The confectionery and bakery industries in France, renowned for their exquisite pastries and baked goods, are expected to significantly bolster the demand for wheat protein. With a rich culinary heritage and a growing consumer consciousness towards healthier food choices, France is witnessing a surge in these industries, further promoting the increased utilization of wheat protein.

Wheat protein, a key ingredient in enhancing the texture and nutritional profile of baked goods, offers a plant-based and nutritious alternative. Notably, it caters not only to the rising demand for high-protein, low-carb bakery items but also to the growing vegan population in France. As an excellent substitute for dairy and egg proteins in various recipes, wheat protein aligns with the preferences of those following a vegan lifestyle.

Moreover, the innovative use of wheat protein extends to the creation of gluten-free products, catering to the needs of the increasing number of consumers suffering from celiac disease or opting for gluten-free diets. This expansion into the gluten-free market further propels the demand for wheat protein in France. With the confluence of these factors, the bakery and confectionery industries in France are primed to propel the demand for wheat protein, ensuring its continued relevance and contribution to the evolving culinary landscape of the country.

## Growing Demand in the Beverage industry

The beverage industry in France is witnessing a surge in demand, which is projected to significantly boost the consumption of wheat protein. This trend stems from the growing consumer preference towards healthier, plant-based alternatives over traditional beverages. Wheat protein has risen to prominence in the beverage sector due to its numerous health benefits, including high protein content, balanced essential amino acid profile, and low allergenicity. It's also recognized for its exceptional emulsifying properties, making it a key ingredient in various beverage formulations. Such advantages have made it an attractive option for beverage manufacturers, leading to an upturn in its consumption. Furthermore, with the rising trend of veganism and a growing consumer focus on fitness and wellness, the demand for wheat protein-enriched beverages is expected to soar further. Hence, the burgeoning beverage industry in France is likely to fuel the demand for wheat protein, creating a favorable growth trajectory for this commodity in the market.

## Key Market Challenges

### Fluctuations In Wheat Prices

Recent economic trends indicate a potential decrease in the demand for wheat protein in France due to fluctuations in wheat prices. Wheat, being a primary source of plant-based protein, has seen significant price volatility in the global market, which is beginning to reflect on consumer behaviors and market demand in France. This is primarily because as prices fluctuate, consumers and businesses alike take measures to mitigate the detrimental effects of these price swings. In particular, the rising costs of wheat have led to a shift in dietary choices and consumption patterns. Consumers are increasingly resorting to alternative, more cost-effective protein sources. Similarly, industries that rely heavily on wheat protein, such as the bakery and confectionery sectors, are exploring other ingredients to maintain profitability and price stability in their products. Consequently, these collective responses to the volatile wheat prices are resulting in a downward trend in the demand for wheat protein in France. As long as this price instability persists, the demand for wheat protein is expected to continue to decline.

### Increasing Demand for Gluten-Free Products

France, renowned for its bread and pastries, is experiencing a notable change in consumer behavior. There is a growing demand for gluten-free products, which is reshaping the market landscape. This emerging trend is expected to have implications for the consumption of wheat protein, a key ingredient in many traditional French staples. The surge in gluten-free demand is driven by various factors, including an increasing number of French consumers being diagnosed with celiac disease or gluten intolerance. Additionally, a growing segment of the population is embracing gluten-free diets for perceived health benefits.

As a result of this shift in consumer preferences, supermarkets and bakeries across the country are expanding their offerings of gluten-free products. This development is driving a decrease in the consumption of wheat protein as manufacturers seek alternative ingredients such as almond flour, coconut flour, and other gluten-free substitutes. If this trend continues, it could potentially have significant consequences for wheat growers and processors, leading to fundamental changes in France's food industry. This evolving landscape highlights the importance of understanding and adapting to changing consumer demands. It also presents opportunities for innovation and the development of new products to cater to the growing market of gluten-free

consumers in France.

## Key Market Trends

### Innovations in Food Processing Technologies

Innovations in food processing technologies are paving the way for a significant increase in the demand for wheat protein in France. As one of the leading nations in gastronomical excellence, France is leveraging advanced technologies to enhance the quality and nutritional value of its food products. The advent of High Pressure Processing (HPP), Ultrasonic, and Pulsed Electric Field (PEF) technology have allowed the food industry to maintain the natural nutrients of wheat protein, increasing its application in a variety of food products. This increases consumer appeal, as they seek healthier, nutrient-dense alternatives. Moreover, the technological advancements are aiding in extending the shelf life of these protein-rich products without the addition of preservatives, thereby amplifying their market appeal. The sustainability aspect of these technologies, reducing the carbon footprint by minimizing energy use and waste generation, is another factor fueling the demand. As the awareness of health and well-being grows in France, and the country continues to embrace environmentally friendly food processing technologies, the demand for wheat protein is projected to rise substantially.

### Rise in Wheat Production

The rise in wheat production in France is anticipated to trigger an increased demand for wheat protein in the country. Several factors contribute to this prediction. The amplified production endorses greater availability and accessibility of wheat, which, in turn, can lead to enhanced production of wheat protein. Additionally, the favorable climate conditions in France, combined with advanced agricultural practices and investments in research and development, are further expected to boost wheat yields and quality.

The growing interest in health and fitness among the French population has prompted a surge in demand for high-protein, plant-based foods. The awareness of the health benefits associated with a plant-based diet and the environmental sustainability of plant protein sources have led to a shift in consumer preferences. Wheat protein, being a rich source of plant-based protein, is expected to gain considerable traction in the market.

Furthermore, increased wheat production could result in lowered costs for wheat-derived products, including wheat protein, making it an attractive choice for consumers

seeking cost-effective, nutritious food options. This affordability factor, coupled with the versatility of wheat protein in various food applications, such as bakery products, meat alternatives, and nutritional supplements, further contributes to its growing demand. As such, the boosted wheat production is not merely a boon for farmers, but it also paves the way for thriving wheat protein demand in France, benefiting both producers and consumers alike.

## Segmental Insights

### Product Insights

Based on the Product, Wheat Gluten, a highly sought-after ingredient in the food industry, is poised to dominate the France Wheat Protein market. Renowned for its exceptional gluten properties and high protein content, it offers a wide range of applications. This versatile protein powerhouse has gained significant popularity among health-conscious consumers in France, who actively seek sustainable and nutritious protein sources. With its remarkable versatility, Wheat Gluten not only provides an excellent alternative for individuals looking to incorporate plant-based proteins into their diets but also opens up a world of possibilities in creating delectable plant-based meat alternatives, bakery items, and vegetarian-friendly pasta. As awareness grows regarding the environmental impact of animal agriculture, the demand for sustainable and nutritious protein options is on the rise. Wheat Gluten, with its numerous applications and exceptional qualities, is set to play a pivotal role in meeting this increasing demand in France.

### Application Insights

Based on the Application, the Processed Meat sector is expected to maintain its dominant position in the market. This is primarily attributed to the continuously increasing demand for healthier and high-protein alternatives in processed foods. Consumers are increasingly seeking lean meats, and wheat protein has emerged as a favoured ingredient in the processing of these meats, further driving the demand.

On the other hand, the Nutritional Bars & Drinks segment is also anticipated to witness significant growth. This can be attributed to the growing health consciousness among individuals and the rising popularity of protein-enriched products. As people become more aware of the importance of nutrition, the demand for convenient and nutritious options like nutritional bars and protein drinks continues to surge. This presents a promising opportunity for growth in this segment. Furthermore, within the Processed



Meat sector, there is a rising trend of incorporating plant-based proteins as an alternative to traditional meat sources. This shift is driven by the increasing awareness of sustainability and environmental impact. Consumers are looking for meat substitutes that not only provide the desired protein content but also align with their values and dietary preferences.

## Regional Insights

The Northern France region, renowned for its picturesque landscapes adorned with vast expanses of golden wheat fields, is anticipated to strongly dominate the France Wheat Protein Market. This region benefits from a unique combination of natural factors that create an ideal environment for wheat growth. The moderate temperatures and ample rainfall provide the perfect conditions for the cultivation of wheat, ensuring optimal yield and quality. Additionally, the fertile soil, enriched by years of agricultural practices and cultivation expertise, further enhances the growth of wheat crops. The long-standing farming traditions and deep-rooted knowledge passed down through generations contribute to the region's prowess in wheat cultivation and subsequently, the production of high-quality wheat protein. This attention to detail and commitment to excellence sets Northern France apart as a leading force in the wheat protein industry.

## Key Market Players

Cargill France SAS

Roquette Frères

Agrana Fruit France S.A.

Crespel & Deiters France SAS

CropEnergies Group

Gluten y Almidones Industriales

Gillco Ingredients

## Report Scope:

In this report, the France Wheat Protein Market has been segmented into the following

*France Wheat Protein Market By Product (Wheat Gluten, Textured Wheat Protein, Wheat Protein Isolate and Hydrol...*

categories, in addition to the industry trends which have also been detailed below:

#### France Wheat Protein Market, By Product:

Wheat Gluten

Textured Wheat Protein

Wheat Protein Isolate

Hydrolysed Wheat Protein

#### France Wheat Protein Market, By Application:

Bakery & Snacks

Pet Food

Processed Meat

Meat Analogs

Nutritional Bars & Drinks

Others

#### France Wheat Protein Market, By Form:

Dry

Liquid

#### France Wheat Protein Market, By Region:

Northern France

Southern France

Southern Western France



Western France

Eastern France

Central France

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the France Wheat Protein Market.

## Available Customizations:

France Wheat Protein Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## Company Information

Detailed analysis and profiling of additional market players (up to five).

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