

# **Germany 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**

Germany Wheat Protein Market is anticipated to project steady growth in the forecast period. The Germany Wheat Protein Market refers to the thriving economic sector that encompasses the production, distribution, and sale of high-quality wheat protein within Germany. This dynamic market is influenced by a multitude of factors, including agricultural conditions, evolving dietary trends, and the ever-growing demand for sustainable and plant-based protein alternatives. With Germany proudly positioned as one of the largest economies in the European Union, it boasts a substantial consumer base that recognizes and embraces the nutritional benefits and remarkable versatility of wheat protein. From bakery goods to meat substitutes, the applications of this remarkable ingredient are vast, making it an integral part of the German food industry.

### **Key Market Drivers**

#### **Growing Demand for Cheaper Sources of Plant Based Protein**

The demand for wheat protein in Germany is expected to experience a significant surge, driven by the growing preference for affordable sources of plant-based protein. This trend is rooted in the increasing awareness of the numerous health advantages associated with plant-based diets, particularly in terms of weight management,

cardiovascular health, and diabetes prevention. Simultaneously, economic factors are playing a crucial role. As consumers seek cost-effective nutritional solutions, wheat protein emerges as a compelling choice due to its affordability compared to other plant-based proteins. Additionally, wheat protein's versatile functionality in various food applications, ranging from bakery products to meat substitutes, amplifies its appeal. Local food manufacturers in Germany are also contributing to this rising demand, incorporating wheat protein into their product lines to cater to health-conscious consumers. Furthermore, environmental sustainability concerns associated with animal-based proteins are encouraging a shift towards plant-based alternatives, further bolstering the demand for wheat protein. To sum up, the intersection of health, economy, versatility, and sustainability is creating a favorable environment for the expansion of the wheat protein market in Germany.

### Rising Health Consciousness

Rising health consciousness among Germans is projected to significantly increase the demand for wheat protein in the country. As consumers become more mindful of their dietary choices, the focus is shifting towards foods that offer not only nutritional benefits but also a delightful taste experience. Wheat protein, with its rich content of essential amino acids and its low levels of fat and calories, perfectly aligns with this evolving narrative. It serves as an excellent and sustainable source of plant-based protein, making it an ideal choice for the growing number of vegans and vegetarians in Germany. Moreover, the robust fitness culture in the country plays a significant role in driving the increased demand for wheat protein. Fitness enthusiasts are not only seeking natural and sustainable protein sources, but they also want to ensure that their post-workout meals are packed with the right nutrients. Wheat protein checks all the boxes, providing a wholesome option for those looking to replenish and nourish their bodies after an intense workout session.

Furthermore, the growing awareness about the environmental impact of meat production is compelling consumers to explore plant-based alternatives. Wheat protein emerges as a viable solution, offering a sustainable and eco-friendly option that reduces the carbon footprint associated with traditional meat-based protein sources. This heightened awareness of environmental sustainability, combined with the desire for a healthier lifestyle, creates a strong market demand for wheat protein in Germany. With all these factors converging, the market for wheat protein in Germany is poised to witness a continued upward trend, driven by the rising health consciousness, and evolving dietary preferences of its populace. The demand for this versatile and nutrient-dense protein source is expected to grow steadily as more individuals embrace a

balanced and sustainable approach to their diet and overall well-being.

### Strengthening Demand for Dietary Supplements

The robust demand for dietary supplements in Germany is expected to fuel the demand for wheat protein. As consumers are becoming more health-conscious, the appeal of wheat protein, with its numerous nutritional benefits, continues to rise. High in essential amino acids, wheat protein aids muscle recovery and growth, making it a popular choice amongst fitness enthusiasts and those leading an active lifestyle. Moreover, the increasing prevalence of vegetarian and vegan diets in Germany further bolsters the demand, as wheat protein serves as an excellent plant-based protein alternative. The dietary supplement market in the country, already substantial, is predicted to witness an upswing due to the growing awareness of preventive healthcare, rising disposable incomes, and an aging population seeking health-maintaining dietary supplements. As such, wheat protein, a key ingredient in many of these supplements, is poised for significant market growth. Furthermore, the mounting interest in clean-label and organic products, coupled with the rising trend of protein fortification in food and beverage products, is expected to provide additional impetus to the demand for wheat protein in Germany.

### Increase in Demand for Lactose Free Products

As awareness about lactose intolerance grows in Germany, not only is the demand for lactose-free products on the rise, but it is also anticipated to boost the market for wheat protein. Lactose-intolerant individuals, who are unable to digest lactose, a sugar found in dairy products, are turning towards plant-derived alternatives to fulfill their dietary protein needs. Among these alternatives, wheat protein has emerged as one of the most popular choices. High in protein, yet lactose-free, wheat protein is being hailed as a suitable replacement for dairy protein.

German food manufacturers have taken notice of this trend and are increasingly incorporating wheat protein into a wide range of products. From bakery goods and meat substitutes to dairy-free cheeses and yogurts, wheat protein is finding its way into various food items. This shift towards using wheat protein is not only driven by the demand for lactose-free options but also by the growing interest in plant-based diets. Health-conscious consumers, as well as those concerned about the environmental impact of animal agriculture, are opting for more plant-based food choices.

With the increasing number of lactose-intolerant individuals and the rising popularity of

plant-based diets, the wheat protein market is set to witness significant expansion in Germany. Food manufacturers are responding to this demand by developing innovative products that cater to the dietary preferences and needs of consumers. This presents a great opportunity for the growth of the wheat protein market in Germany and highlights the importance of providing diverse and accessible options for individuals with dietary restrictions or preferences.

## Key Market Challenges

### Lack of Commercially Feasible Extraction Process

The demand for wheat protein in Germany is anticipated to decline due to the lack of commercially feasible extraction processes. Wheat protein, though highly beneficial in many sectors such as food, cosmetics, and animal feed, is challenging to extract efficiently on a commercial scale. The extraction process often involves complicated steps and significant investment in specific machinery, which makes it economically unviable for many producers. Moreover, the yield of protein from wheat is relatively low, further exacerbating the cost-effectiveness of the process. Such constraints in the extraction process impede the large-scale production and availability of wheat protein, leading to a decreased demand. In a competitive market like Germany's, where cost-effectiveness is crucial, these factors can significantly deter manufacturers from incorporating wheat protein into their products. Consequently, consumers may veer towards alternative protein sources that are more readily available and affordable. Thus, the lack of a commercially feasible extraction process for wheat protein is expected to negatively impact its demand in the German market.

### Growing Threat from Substitute Products

The wheat protein market in Germany is anticipated to encounter significant challenges in the near future due to the increasing threat posed by substitute products. As consumers become more health-conscious, they are actively seeking out alternative proteins that not only offer similar or even better nutritional profiles but also cater to specific dietary needs. Products like soy protein, pea protein, and other plant-based proteins have gained substantial popularity due to their high protein content and lower allergenicity compared to wheat protein. Moreover, the rising trend of flexitarian, vegetarian, and vegan diets has further influenced this shifting landscape, as consumers increasingly opt for non-animal sources of protein. Additionally, issues such as gluten intolerance and celiac disease significantly limit the consumption of wheat protein, prompting individuals to explore alternative options. These substitutes not only

provide a diverse range of choices for consumers but also align with their evolving dietary preferences and health requirements. Consequently, all these factors collectively contribute to an expected decrease in the demand for wheat protein within the German market.

## Key Market Trends

### Growing Applications in Sports Nutrition & Weight Management

The sports nutrition and weight management market in Germany is anticipated to experience a significant upsurge due to the growing applications of wheat protein. As fitness consciousness continues to permeate German society, the demand for nutritious, protein-rich foods is intensifying at a rapid pace. Wheat protein, being a versatile and plant-based protein source, serves as an ideal supplement for individuals pursuing a healthier lifestyle or actively engaging in regular sports activities. Moreover, in the realm of weight management, wheat protein plays a crucial role by providing a feeling of satiety, which aids in calorie control and supports weight loss efforts. This unique characteristic makes wheat protein a valuable tool for individuals looking to manage their weight effectively.

Furthermore, the prevailing trend of clean eating and the increasing shift towards vegan and vegetarian diets in Germany are expected to further fuel the demand for plant-based proteins like wheat protein. As more people seek sustainable and cruelty-free dietary choices, the demand for alternative protein sources continues to rise. It is also worth noting that the rising prevalence of obesity and related health issues in Germany is driving individuals towards healthier food consumption. With its numerous health benefits and versatility, wheat protein is poised to play a pivotal role in meeting the nutritional needs of individuals striving for a healthier lifestyle. Given these factors, the growing applications in the realm of sports nutrition and weight management are expected to stimulate an even greater increase in the demand for wheat protein in Germany, solidifying its position as a key player in the market.

### Growth in Functional Food & Nutraceutical Industry

The Functional Food & Nutraceutical Industry in Germany is witnessing a substantial growth, which, in turn, is expected to drive the demand for wheat protein. This growth can be attributed to the increasing health consciousness and rising disposable income among German consumers. As people become more aware of the health benefits associated with nutrition-rich food, functional foods and nutraceuticals are gaining

significant traction. Wheat protein, being a plant-based protein, is an integral part of these nutritionally enhanced foods. It is not only an excellent source of protein but also rich in dietary fiber, vitamins, and minerals. Moreover, it is perceived as a healthier alternative to animal-based proteins by vegetarians and vegans, thus widening its consumer base. Additionally, the increasing prevalence of gluten sensitivity and wheat allergies has led to the development of specialty wheat proteins that are hypoallergenic, further fueling the market growth. Dietary supplements formulated with wheat protein are also on the rise due to their role in muscle recovery and weight management. Hence, the expanding Functional Food & Nutraceutical Industry is expected to propel the wheat protein demand in Germany.

### Segmental Insights

#### Product Insights

Based on the Product, Wheat Protein Isolate, renowned for its high protein content and versatile functionality, emerges as the indisputable frontrunner in the ever-growing Wheat Protein market. Its unrivalled popularity is driven by multiple factors, including the heightened consumer awareness of health and nutrition, as well as the product's remarkable ability to cater to various dietary needs with utmost efficacy.

This exceptional ingredient not only offers a rich source of protein but also encompasses a wide spectrum of essential amino acids that play a pivotal role in muscle growth and repair, ensuring optimal physical well-being. What sets Wheat Protein Isolate apart is not just its nutritional prowess but also the commitment to sustainable and environmentally friendly production methods employed in its creation. Such responsible practices not only enhance its appeal among health-conscious individuals but also contribute to the preservation of our precious planet. With its unparalleled quality and extensive range of nutritional benefits, Wheat Protein Isolate undoubtedly stands as the preferred choice for those seeking to fuel their bodies with a wholesome, sustainable, and immensely nourishing protein option. Experience the epitome of nutritional excellence with this exceptional protein powerhouse!

#### Application Insights

Based on the Application, in the processed meat industry, the segment of wheat protein is expected to continue holding a dominant position due to several key factors. There is a growing demand for high-protein food products among consumers, driven by the increasing awareness of the health benefits associated with a protein-rich diet. Wheat

protein, being a rich source of plant-based protein, perfectly fits into this trend. Moreover, the application of wheat protein in processed meat has been on the rise, as it provides various functional benefits such as improved texture, water-binding capacity, and emulsifying properties. This makes it an ideal ingredient for enhancing the quality and nutritional profile of processed meat products.

Additionally, the industry has experienced a significant shift towards healthier and more sustainable food choices. Consumers are increasingly opting for plant-based alternatives, driven by concerns over environmental sustainability and animal welfare. As a result, the adoption of sustainable and plant-based food products, including those incorporating wheat protein, has gained momentum in the processed meat sector. These combined factors have contributed to the continued growth and prominence of wheat protein in the processed meat industry, making it a vital component in meeting the evolving consumer demands for healthier and sustainable food options.

## Regional Insights

The North Rhine-Westphalia region is poised to assert its dominance in the Germany Wheat Protein Market. With its highly developed food and beverage industry and a large consumer base, this region offers an ideal environment for the growth of the wheat protein market. Notably, it benefits from robust infrastructure, cutting-edge technology, and a supportive regulatory framework that promotes innovation and market expansion. Moreover, the increasing consumer awareness regarding the health benefits of plant-based products in this region further fuels the growth of the wheat protein market. As individuals become more conscious of their dietary choices and embrace healthier lifestyles, the demand for plant-based proteins continues to rise. This trend is driven by factors such as the recognition of plant-based proteins as sustainable alternatives, the growing preference for clean label products, and the rising adoption of vegetarian and vegan diets.

In addition, the North Rhine-Westphalia region boasts a thriving network of research institutions and universities that actively contribute to advancements in wheat protein production and processing. This collaborative environment fosters innovation, leading to the development of new and improved wheat protein products that cater to evolving consumer preferences and requirements. Given these favorable conditions, the North Rhine-Westphalia region is set to play a pivotal role in shaping the future of the Germany Wheat Protein Market, driving its growth and market leadership.

## Key Market Players

AGRANA Fruit Germany GmbH

Cargill Holding (Germany) GmbH

Kr?ner-St?rke GmbH

Loryma GmbH

MGP Ingredients

ADM Germany GmbH

Roquette GmbH

Report Scope:

In this report, the Germany Wheat Protein Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Germany Wheat Protein Market, By Product:

Wheat Gluten

Textured Wheat Protein

Wheat Protein Isolate

Hydrolysed Wheat Protein

Germany Wheat Protein Market, By Application:

Bakery & Snacks

Pet Food

Processed Meat

Meat Analogs

Nutritional Bars & Drinks

Others

Germany Wheat Protein Market, By Form:

Dry

Liquid

Germany Wheat Protein Market, By Region:

North Rhine-Westphalia

Bavaria

Baden-W?rttemberg

Saxony

Hesse

Rest of Germany

Competitive Landscape

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

Available Customizations:

Germany 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

*Germany Wheat Protein Market By Product (Wheat Gluten, Textured Wheat Protein, Wheat Protein Isolate and Hydro...*

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

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