

# **Saudi Arabia 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 and Liquid), By Region, Competition, Forecast and Opportunities, 2018-2028F**

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## **Abstracts**

Saudi Arabia Wheat Protein Market is anticipated to project steady growth in the forecast period. Wheat proteins are protein compounds derived from wheat grains. Extraction of these proteins involves techniques such as separation of SDS-insoluble protein fractions, gel filtration, and elimination of sodium dodecyl sulfate (SDS). These proteins serve various functions such as film creation, foaming, whipping, aeration, adhesion, dough conditioning, tenderizing, and structure enhancement. Due to their high content of proline, glutamine, and amino acids, these storage proteins are collectively referred to as prolamins. Gliadin and glutenin, two insoluble protein families, are also present in wheat protein. Due to their significant nutritional value, the rising health concerns among consumers are projected to drive demand. The increased prevalence of obesity worldwide is anticipated to contribute to this demand as these proteins are low in calories and aid in weight loss. Moreover, the entire industry is expected to expand as bodybuilders and athletes incorporate them to enhance muscle mass and strength. The use of these proteins as animal feed additives is also predicted to stimulate market growth throughout the forecast period.

### **Key Market Drivers**

#### **Surge In Demand for High Protein Dietary Supplements**

In Saudi Arabia, a surge in the demand for high protein dietary supplements is expected to multiply the demand for wheat protein. As the health and fitness industry thrives, a significant increase in the consumption of protein-based supplements has been observed, especially among the younger demographic. These individuals are now more inclined towards adopting a healthy lifestyle, pushing them to incorporate protein-rich diets into their lifestyles. Wheat protein, being a plant-based protein, aligns seamlessly with this dietary trend, offering an array of essential amino acids required for muscle growth and recovery. Furthermore, with its proven health benefits, such as aiding weight management and supporting heart health, it is an ideal choice for health-conscious consumers. Its versatility in various culinary applications is another factor propelling its demand in the market. Additionally, the rapid urbanization and rise in disposable income in Saudi Arabia have resulted in a shift of consumer preference towards high-quality, nutritional products. Hence, the surge in demand for high protein dietary supplements is expected to significantly bolster the wheat protein market in Saudi Arabia.

#### Increase In the Use of Wheat Protein in Animal Feed

The anticipation of an uptick in the use of wheat protein in animal feed is poised to significantly elevate its demand in the Saudi Arabian market. This surge can largely be attributed to the nutritional value inherent in wheat protein that optimizes the health and growth of livestock. By leveraging wheat protein in animal feed, farmers can enhance the quality of meat, dairy, and eggs, making their products more appealing to consumers. This potential boost in product quality and, consequently, consumer demand, incentivizes farmers to incorporate more wheat protein into their animal feed, thereby fueling its market demand. Additionally, the Saudi Arabian government's efforts to bolster its domestic animal husbandry industry further potentiate the rise in wheat protein demand. These initiatives encourage farmers to adopt superior feed ingredients like wheat protein, thereby stimulating its consumption. In conclusion, the interplay between the nutritional benefits of wheat protein, the drive to improve animal-based products, and governmental support is predicted to contribute to a marked increase in the demand for wheat protein in the animal feed sector in Saudi Arabia.

#### Technological Advancements in Food Processing & Protein Extraction Methods

As we witness rapid technological advancements in food processing and protein extraction methods, the demand for wheat protein in Saudi Arabia is expected to surge significantly. Enhanced food processing technologies have led to the development of higher quality, more refined wheat protein products, capable of meeting the diverse

nutritional needs of the Saudi population. Further, improvements in protein extraction methods have maximized yield, resulting in a cost-effective solution for manufacturers and consumers alike. Additionally, the growing health consciousness among Saudi citizens, coupled with the rise in vegetarian and vegan lifestyles, is fueling the demand for plant-based proteins like wheat protein. As a critical ingredient in a variety of food products such as bread, noodles, and pastries, wheat protein's versatility further propels its popularity. Moreover, the Saudi government's focus on food security and self-sufficiency measures are likely to encourage domestic production, thereby increasing the demand for wheat protein. Consequently, the combination of technological advancements and evolving consumer preferences will likely drive a substantial upswing in wheat protein demand in Saudi Arabia in the foreseeable future.

### Rise in the Demand for Plant-Based Protein Sources

The rising demand for plant-based protein sources is projected to significantly boost the demand for wheat protein in Saudi Arabia. Amid a global trend toward healthier, more sustainable food choices, Saudi consumers are reorienting their diets away from traditional sources of proteins such as meat, towards plant-based alternatives. Wheat protein, being a rich source of plant-based protein, is increasingly finding favour within health-conscious demographic segments. The shift is partly driven by the health benefits associated with plant-based proteins, such as lower risk of heart diseases, diabetes, and obesity, but also by ethical and environmental concerns. Moreover, the increasing prevalence of veganism and flexitarian diets is expected to further propel the demand. Furthermore, the Saudi government's Vision 2030 strategy emphasizes the importance of a healthy society, potentially encouraging the consumption of plant-based proteins like wheat protein. Hence, with the rise in health-conscious consumers and supportive government initiatives, the demand for wheat protein in Saudi Arabia is set to escalate.

### Key Market Challenges

#### Strict Food Regulations

Strict food regulations in Saudi Arabia are anticipated to affect the demand for wheat protein adversely. The Saudi Food and Drug Authority (SFDA) is known for its stringent food safety standards, ensuring that all food and food ingredients adhere to its regulations. These regulations cover aspects such as quality, nutritional content, labelling, and traceability. There is growing concern about the potential health risks associated with gluten, a protein found in wheat. This has led to an increase in demand

for gluten-free products. Strict regulations concerning the labelling and marking of gluten-free products are likely to exacerbate this trend. Furthermore, the government's vision 2030 program emphasizes healthy lifestyles, which could also contribute to the decreasing demand for wheat protein. Importers and producers of food products need to comply with these regulations, which can increase costs and reduce demand for wheat protein. Changes in consumer behavior towards healthier food choices, influenced by these regulations, are likely to further diminish the demand for wheat protein in Saudi Arabia.

### Consumer Preference for Gluten-Free Products

Consumer preferences in Saudi Arabia are increasingly leaning towards gluten-free products, a shift that is projected to significantly impact the demand for wheat protein. The surge in health-conscious consumers, coupled with an increase in awareness of celiac disease and wheat allergies, is driving this preference for gluten-free alternatives. Many Saudi consumers perceive gluten-free products as healthier and more nutritious than their traditional counterparts. The food industry has responded to this trend by developing a wide array of gluten-free foods, further fueling consumer demand. As a result, the consumption of wheat protein, traditionally used as a key ingredient in many staples, is expected to decline. Therefore, the rise in the popularity of gluten-free diets, influenced by health and wellness trends, is expected to suppress the wheat protein market in Saudi Arabia. This trend is set to profoundly reshape the agricultural and the food production sector, necessitating a reevaluation of market strategies to cater to evolving consumer requirements.

### Key Market Trends

#### Growing Prevalence of Gluten Intolerance and Celiac Disease

The increasing prevalence of gluten intolerance and Celiac disease in Saudi Arabia is expected to play a significant role in shaping the demand for wheat protein in the market. Wheat protein, commonly known as 'seitan', is a gluten-based meat substitute that is high in protein and low in fat, making it an ideal dietary supplement for those unable to consume traditional sources of protein due to their gluten intolerance or Celiac disease. Over recent years, an alarming rise in cases of these conditions has been observed in Saudi Arabia, largely due to increased awareness and diagnostic capabilities. This has led to a surge in demand for gluten-free products, including wheat protein. The shift towards healthier eating habits, coupled with the government's efforts to encourage domestic production of food items to reduce dependence on imports,

further amplifies this demand. Furthermore, the growing vegan and vegetarian population is also predicted to contribute to the upsurge in the need for wheat protein. As a result, the market for wheat protein in Saudi Arabia is poised for substantial growth, driven by the rising prevalence of gluten intolerance and Celiac disease.

### Demand for Clean Label and Organic Products

The anticipated surge in demand for clean label and organic products is expected to drive the demand for wheat protein in Saudi Arabia significantly. An increased awareness towards health and nutrition, amplified by the global pandemic, has led to consumers seeking transparency in food labeling. Consequently, clean label products, pure ingredients without artificial additives, have gained heightened popularity. Wheat protein, a plant-based protein, fits aptly into this category, offering an array of nutritional benefits without compromising on taste. Moreover, the growing trend towards vegetarianism and veganism in Saudi Arabia further fuels this demand, with wheat protein serving as an excellent alternative protein source. Organic products too have seen a surge in demand as consumers are increasingly concerned about the environmental and health implications of conventional farming practices. Wheat protein, when sourced organically, aligns perfectly with these consumer demands, offering a high-quality, sustainable and healthful ingredient for a variety of food products. Thus, the rising trend towards clean label and organic products is set to significantly boost the demand for wheat protein in Saudi Arabia.

### Segmental Insights

#### Product Insights

Based on the Product, Wheat Gluten is projected to continue its dominance in the Saudi Arabia Wheat Protein Market. This product's popularity stems from its exceptional versatility in a wide range of food applications, owing to its high protein content and remarkable ability to replicate the texture of meat in vegan and vegetarian dishes. Not only does it cater to the increasing demand for plant-based protein sources in the region, but it also provides an enticing alternative for those seeking meat alternatives that do not compromise on taste and texture. Furthermore, the gluten derived from wheat offers a variety of health benefits, including improved digestion and enhanced gut health. With its numerous benefits and unrivaled adaptability, Wheat Gluten is poised to maintain its stronghold in the market, meeting the evolving needs of consumers and driving innovation in the food industry.

## Application Insights

Based on the Application, the Processed Meat segment is projected to maintain a dominant market position in the coming years. This is primarily attributed to the rapidly increasing demand for processed meat products, driven by a combination of evolving lifestyle patterns and a growing preference for high protein diets among consumers. The convenience and time-saving nature of processed meat, coupled with its nutritional benefits, have significantly contributed to the segment's growth.

Moreover, the industry's continuous focus on innovation, in terms of product variety and quality, is expected to further bolster the market share of Processed Meat applications in the near future. Manufacturers are constantly striving to meet consumer demands by introducing new and improved processed meat options, catering to various dietary preferences and taste preferences. With the ever-evolving market dynamics and changing consumer behavior, the Processed Meat segment is poised for sustained growth and is likely to witness a significant expansion in its market share.

## Regional Insights

The Western Region is currently dominating the Saudi Arabia Wheat Protein Market for several compelling reasons. The region boasts an exceptionally advanced infrastructure and an extensive network of transport links, enabling the seamless and efficient distribution of wheat protein products. This unparalleled logistical advantage allows manufacturers and suppliers to reach a wider consumer base and tap into new markets. The bustling urban centers are home to a large number of health-conscious individuals who actively seek out wheat protein products as part of their dietary preferences. This substantial demand, driven by the growing awareness of the importance of a healthy lifestyle, further strengthens the Western Region's position in the market.

Additionally, the region's affluence plays a crucial role in its market domination. Consumers with higher disposable incomes are more inclined to invest in health-focused products like wheat protein, recognizing the long-term benefits to their overall well-being. The Western Region's economic prosperity, coupled with a discerning consumer base, creates a conducive environment for the growth and success of wheat protein products.

## Key Market Players

### AGRANA International



Cargill, Saudi Arabia

Kroner-Starke Bio

Mgp Ingredients, Inc.

Archer-Daniels-Midland Company

Roquette, Saudi Arabia

Crespel & Deiters

Report Scope:

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

Saudi Arabia Wheat Protein Market, By Product:

Wheat Gluten

Textured Wheat Protein

Wheat Protein Isolate

Hydrolysed Wheat Protein

Saudi Arabia Wheat Protein Market, By Application:

Bakery & Snacks

Pet Food

Processed Meat

Meat Analogs

Nutritional Bars & Drinks

Others

Saudi Arabia Wheat Protein Market, By Form:

Dry

Liquid

Saudi Arabia Wheat Protein Market, By Region:

Western Region

Central Region

Southern Region

Eastern Region

Northern Region

Competitive Landscape

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

Available Customizations:

Saudi Arabia 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).



## Contents

### 1. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
  - 1.2.1. Markets Covered
  - 1.2.2. Years Considered for Study
  - 1.2.3. Key Market Segmentations

### 2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

### 3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends

### 4. VOICE OF CUSTOMER

### 5. SAUDI ARABIA WHEAT PROTEIN MARKET OUTLOOK

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Product (Wheat Gluten, Textured Wheat Protein, Wheat Protein Isolate and Hydrolysed Wheat Protein)
  - 5.2.2. By Application (Bakery & Snacks, Pet Food, Processed Meat, Meat Analogs, Nutritional Bars & Drinks and Others)

- 5.2.3. By Form (Dry and Liquid)
- 5.2.4. By Region
- 5.2.5. By Company (2022)
- 5.3. Market Map

## **6. WESTERN WHEAT PROTEIN MARKET OUTLOOK**

- 6.1. Market Size & Forecast
  - 6.1.1. By Value
- 6.2. Market Share & Forecast
  - 6.2.1. By Product
  - 6.2.2. By Application
  - 6.2.3. By Form

## **7. CENTRAL WHEAT PROTEIN MARKET OUTLOOK**

- 7.1. Market Size & Forecast
  - 7.1.1. By Value
- 7.2. Market Share & Forecast
  - 7.2.1. By Product
  - 7.2.2. By Application
  - 7.2.3. By Form

## **8. SOUTHERN WHEAT PROTEIN MARKET OUTLOOK**

- 8.1. Market Size & Forecast
  - 8.1.1. By Value
- 8.2. Market Share & Forecast
  - 8.2.1. By Product
  - 8.2.2. By Application
  - 8.2.3. By Form

## **9. EASTERN WHEAT PROTEIN MARKET OUTLOOK**

- 9.1. Market Size & Forecast
  - 9.1.1. By Value
- 9.2. Market Share & Forecast
  - 9.2.1. By Product
  - 9.2.2. By Application

9.2.3. By Form

## **10. NORTHERN WHEAT PROTEIN MARKET OUTLOOK**

10.1. Market Size & Forecast

10.1.1. By Value

10.2. Market Share & Forecast

10.2.1. By Product

10.2.2. By Application

10.2.3. By Form

## **11. MARKET DYNAMICS**

11.1. Drivers

11.2. Challenges

## **12. MARKET TRENDS & DEVELOPMENTS**

12.1. Recent Development

12.2. Mergers & Acquisitions

12.3. Product Launches

## **13. POLICY & REGULATORY LANDSCAPE**

## **14. SAUDI ARABIA ECONOMIC PROFILE**

## **15. SAUDI ARABIA WHEAT PROTEIN MARKET: SWOT ANALYSIS**

## **16. PORTER'S FIVE FORCES ANALYSIS**

16.1. Competition in the Industry

16.2. Potential of New Entrants

16.3. Power of Suppliers

16.4. Power of Customers

16.5. Threat of Substitute Products

## **17. COMPETITIVE LANDSCAPE**

17.1. AGRANA International

- 17.1.1. Business Overview
- 17.1.2. Product Offerings
- 17.1.3. Recent Developments
- 17.1.4. Financials (As Reported)
- 17.1.5. Key Personnel
- 17.2. Cargill, Saudi Arabia
- 17.3. Kroner-Starke Bio
- 17.4. Mgp Ingredients, Inc.
- 17.5. Archer-Daniels-Midland Company
- 17.6. Roquette, Saudi Arabia
- 17.7. Crespel & Deiters

## **18. STRATEGIC RECOMMENDATIONS**

## **19. ABOUT US & DISCLAIMER**

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