

Asia Pacific Caseinates Market Forecast to 2031 - Regional Analysis - by Product Type (Sodium Caseinate, Calcium Caseinate, Potassium Caseinate, and Others) and Application (Bakery & Confectionery; Dairy & Frozen Desserts; Beverages; Soups, Sauces, and Condiments; Infant Formula; Dietary Supplements; and Others)

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Abstracts

The Asia Pacific caseinates market was valued at US\$ 601.59 million in 2023 and is expected to reach US\$ 1,052.78 million by 2031; it is estimated to register a CAGR of 7.2% from 2023 to 2031.

Increasing Use of Caseinates in Non-Food Applications Boost Asia Pacific Caseinates Market

Caseinates are used in a wide range of non-food applications to alter their texture and chemical stability, including pharmaceuticals, cosmetics, personal hygiene products, and paper manufacturing. The emulsifying, viscosity-enhancing, and stabilizing properties of caseinates are driving their demand in non-food applications. Caseinates are employed as emulsifiers in various personal care products such as soaps, conditioners, shampoos, and moisturizers. It is used in hair shampoos and conditioners to make hair voluminous. It is anti-static, so it stabilizes any static condition hair comes across. It is used as protective in creams and lotions. Moreover, sodium caseinate can be used as an intermediate in pharmaceutical products. Casein in the form of caseinate is widely used as an adhesive for wood and paper coating. Casein has been widely used in paper manufacturing since the 80s as an alternative to glue as a coating adhesive. Thus, owing to various beneficial properties of caseinates, it is used in

various non-food applications. There is a rising awareness about dairy protein such as caseinates in cosmetic and personal care industries. The personal care and cosmetic products manufacturers are offering products that include caseinates as an ingredient. Similarly, the IVY BEAUTY CORPORATION SDN. BHD., a Malaysia-based skin care manufacturer, offers "Leivy Naturally Double Moisturizing Goat's Milk Hair Shampoo," which contains sodium caseinate and lactic acid to repair brittle hair and split ends. Thus, the increasing use of caseinates in various non-food applications is expected to create lucrative opportunities for the caseinates market during the forecast period.

Asia Pacific Caseinates Market Overview

In Asia Pacific, the caseinates market is consistently growing with increasing demand for functional food & beverages. The rise in health awareness has pushed the market for functional and fortified foods, creating the demand for caseinates. Manufacturers have been using caseinates as they have versatile functional and nutritional properties, such as providing richness, texture, flavor, and color to food products. Growing consumer preference for dairy products, including milk, cheese, yogurt, and butter, is a primary driver of the caseinates market as it is considered an essential ingredient in the products. Moreover, the demand for dairy ingredients, including caseinate, is rising due to the accelerated economic growth of many countries in this region, increased demand and production of dairy products, and strong support from the government to promote the dairy sector. Also, the presence of key dairy manufacturers in the region further supports the growth of the caseinates market in the region. Caseinates are also used in infant formulas and dietary supplement formulations owing to their high protein content. The demand for caseinates in infant formulas is increasing owing to factors such as a rise in parental concerns over baby nutrition and increased awareness concerning the benefits associated with baby food infused with caseinate. Caseinates have a favorable amino acid profile for infant formula. Government initiatives may further surge the growth of the infant nutrition industry. For instance, from 2021 to 2025, the National Health Commission of China (NHC) released an action plan for improving child health. By 2025, the death rates of infants, newborn babies, and children under the age of five will be maintained below 3.1, 5.2, and 6.6 per thousand, respectively. Thus, the growing end-use industries in the region are propelling the caseinate market.

Asia Pacific Caseinates Market Revenue and Forecast to 2031 (US\$ Million)

Asia Pacific Caseinates Market Segmentation

The Asia Pacific caseinates market is categorized into product type, application, and country.

Based on product type, the Asia Pacific caseinates market is segmented into sodium caseinate, calcium caseinate, potassium caseinate, and others. The sodium caseinate segment held the largest market share in 2023.

In terms of application, the Asia Pacific caseinates market is categorized into bakery & confectionery, dairy & frozen desserts, beverages, soups, sauces, and condiments, infant formula, dietary supplements, and others. The dietary supplements segment held the largest market share in 2023.

By country, the Asia Pacific caseinates market is segmented into Australia, China, Japan, India, South Korea, and the Rest of Asia Pacific. The Rest of Asia Pacific dominated the Asia Pacific caseinates market share in 2023.

Royal FrieslandCampina NV, AMCO Proteins, Fonterra Co-Operative Group Ltd, Erie Foods International Inc, Glenstal Foods, Tatua Co-Operative Dairy Co Ltd, Ornuva Co-Operative Ltd, Lactoprot Deutschland GmbH, Drytech Processes Pvt Ltd., are some of the leading companies operating in the Asia Pacific caseinates market.

Reason to buy

Save and reduce time carrying out entry-level research by identifying the growth, size, leading players, and segments in the Asia Pacific caseinates market.

Highlights key business priorities to assist companies to realign their business strategies.

The key findings and recommendations highlight crucial progressive industry trends in the Asia Pacific caseinates market, thereby allowing players across the value chain to develop effective long-term strategies.

Develop/modify business expansion plans by using substantial growth offering developed and emerging markets.

Scrutinize in-depth Asia Pacific market trends and outlook coupled with the factors driving the Asia Pacific caseinates market, as well as those hindering it.

Enhance the decision-making process by understanding the strategies that underpin commercial interest with respect to client products, segmentation, pricing, and distribution.

The List of Companies - Asia Pacific Caseinates Market

Royal FrieslandCampina NV

AMCO Proteins

Fonterra Co-Operative Group Ltd

Erie Foods International Inc

Glenstal Foods

Tatua Co-Operative Dairy Co Ltd

Ornua Co-Operative Ltd

Lactoprot Deutschland GmbH

Drytech Processes Pvt Ltd

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