

Europe Whey Powder Market Size and Forecast (2021 - 2031)

<https://marketpublishers.com/r/EC2119AE9932EN.html>

Date: April 2026

Pages: 199

Price: US\$ 3,450.00 (Single User License)

ID: EC2119AE9932EN

Abstracts

The Europe Whey Powder Market is projected to grow significantly, reaching an estimated US\$ 2,918.2 million by 2031, up from US\$ 2,196.0 million in 2025. This growth represents a compound annual growth rate (CAGR) of 4.9% from 2026 to 2031.

Executive Summary and Market Analysis

The increasing focus on health and wellness is a primary driver of the Europe whey powder market, as consumers are becoming more conscious of their dietary choices. There is a rising interest in protein-rich foods and supplements that support active lifestyles, weight management, and overall health. The market is expected to expand as awareness of healthy living, sports nutrition, and nutritious eating continues to grow among consumers. For instance, data from the National Diet and Nutrition Survey indicates that approximately 33% of individuals aged 19-64 and 40% of those aged 65 and older in the UK utilize dietary supplements. Whey powder, known for its high biological value and rapid digestibility, is increasingly favored by fitness enthusiasts, athletes, and individuals adhering to specialized diets such as ketogenic or high-protein plans.

Moreover, the demand for functional and fortified foods and beverages is propelling the whey powder market forward. Food manufacturers across Europe are incorporating whey powder into a diverse range of products, including meal replacements, baked goods, dairy items, and nutritional drinks. The versatility of whey powder enhances texture, flavor, and nutritional content, making it a sought-after ingredient for innovation in product development.

Europe stands as the leading producer of cheese, which correlates with its status as the

largest producer of whey. The dairy industry plays a crucial role in the food and beverage sector, with over 12,000 milk processing facilities across the continent. Whey powder is a by-product of cheese and casein production, and the vast quantities of liquid whey generated in Europe are efficiently processed into various forms of whey powder, including sweet whey, demineralized whey, and whey protein concentrate.

The aging population in Europe is also contributing to the growth of the whey powder market. As awareness of sarcopenia and age-related muscle loss increases, there is a growing demand for protein supplementation among older adults. Healthcare providers often recommend whey powder for its benefits in maintaining muscle mass, enhancing bone health, and supporting immune function, making it an ideal choice for senior nutrition.

Additionally, strategic initiatives by whey powder manufacturers, such as product innovation, clean-label offerings, and expansion into functional food categories, are key factors driving demand in Europe. For example, in November 2023, FrieslandCampina launched a new whey protein powder designed to enhance medical nutrition, support athletic performance, and promote gut health. Such targeted nutraceutical products cater to the diverse needs of consumers, making them increasingly popular in the European market.

Market Segmentation Analysis

The Europe Whey Powder Market is segmented by type, category, and application:

By Type: The market includes Sweet Whey Powder, Acid Whey Powder, Deproteinized Whey Powder, and Demineralized Whey Powder, with Sweet Whey Powder leading the market in 2025.

By Category: The market is divided into Conventional and Organic segments, with Conventional products dominating in 2025.

By Application: Key applications include Bakery and Confectionery, Dairy Products, Animal Feed, Infant Nutrition, Sauces and Soups, Nutritional Supplements, and Others, with Bakery and Confectionery being the leading segment in 2025.

Market Outlook

Today's consumers are increasingly informed and interested in the ingredients and their quantities in the products they purchase. There is a growing demand for transparency, with consumers expecting brands to provide clear and honest information about their products. This trend has prompted whey powder manufacturers to focus on clean-label and organic products that are free from GMOs, synthetic additives, antibiotic residues, and growth hormones.

Organic whey powder is sourced from grass-fed cows that graze in open pastures and are not treated with growth hormones or antibiotics. Clean-label whey powder appeals to consumers who may not require organic certification but seek short, recognizable ingredient lists and assurance of safe sourcing. Consumers are willing to pay premium prices for products with certified organic and clean-label ingredients, prompting manufacturers to reformulate their offerings to meet these standards and invest in organic certifications.

Country Insights

The Europe Whey Powder Market is also analyzed by country, including Germany, the United Kingdom, Russia, France, Italy, Spain, and others. The Rest of Europe, which includes countries like Norway, Sweden, Denmark, Poland, Austria, Hungary, and the Netherlands, held the largest market share in 2025. The modern lifestyle, characterized by busy schedules, has led to increased demand for convenient and ready-to-eat meals, making whey powder an ideal ingredient for quick and nutritious dietary options. As health awareness rises, consumers of all ages are turning to whey powder for its nutritional benefits, leading to continuous growth in the market.

Company Profiles

Key players in the Europe Whey Powder Market include Lactalis Ingredients, Fonterra Co-Operative Group Ltd, Interfood Holding BV, Kaskat Dairy SP Zoo, Euroserum SAS, EPI Ingredients SAS, ALPAVIT, Ornuva Co-operative Ltd, and others. These companies are employing various strategies such as expansion, product innovation, and mergers and acquisitions to enhance their market presence and offer innovative products to consumers.

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