

Middle East & Africa Whey Powder Market Size and Forecast (2021 - 2031)

<https://marketpublishers.com/r/M70EEB12DBBAEN.html>

Date: April 2026

Pages: 153

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

ID: M70EEB12DBBAEN

Abstracts

The Middle East and Africa (MEA) whey powder market is projected to grow significantly, with an expected market size of approximately US\$ 99.1 million by 2031, up from US\$ 73.2 million in 2025. This growth translates to a compound annual growth rate (CAGR) of 5.2% from 2026 to 2031.

Executive Summary and Market Analysis

The MEA whey powder market is on an upward trajectory, driven by changing dietary preferences, an increasing emphasis on health and wellness, and heightened demand from the food and beverage sector. According to the Food and Agriculture Organization (FAO), Saudi Arabia and the UAE are the leading importers of whole milk powder, butter, and cheese in the region. As consumers become more aware of the nutritional advantages of whey protein—particularly its high amino acid content and digestibility—its application in sports nutrition and functional food products has surged.

The burgeoning fitness culture, especially in urban areas of Gulf countries and South Africa, is significantly boosting the consumption of whey-based protein supplements among health-conscious individuals and athletes. Additionally, rising disposable incomes in the region have led to a greater focus on personal appearance and well-being, further propelling market growth. As vitamin supplements gain traction for enhancing immunity and addressing nutrient deficiencies, there is a corresponding increase in interest in protein-rich supplements like whey powder, which supports muscle health, metabolism, and overall physical wellness.

Strategic Insights

Market Segmentation Analysis

The MEA whey powder market can be segmented based on type, category, and application:

By Type: The market is divided into Sweet Whey Powder, Acid Whey Powder, Deproteinized Whey Powder, and Demineralized Whey Powder. The Sweet Whey Powder segment is expected to dominate the market in 2025.

By Category: The market is categorized into Conventional and Organic segments, with the Conventional segment leading in 2025.

By Application: The applications of whey powder include Bakery and Confectionery, Dairy Products, Animal Feed, Infant Nutrition, Sauces and Soups, Nutritional Supplements, and Others. The Bakery and Confectionery segment is anticipated to hold the largest market share in 2025.

Market Outlook

In recent years, there has been a notable increase in sports participation as individuals become more health-conscious due to rising lifestyle diseases such as diabetes, hypertension, and obesity, often linked to sedentary lifestyles. A study by Arla Foods Ingredients in June 2023 revealed that 84% of physically active consumers prioritize the source, natural origin, and nutritional quality of their protein intake, up from 81% in 2020. Furthermore, 59% of respondents expressed a specific interest in dairy-based protein sources.

Whey powder is recognized as a rich source of whey protein, which contains essential amino acids, particularly branched-chain amino acids (BCAAs) like leucine, crucial for muscle repair, endurance, and growth, while also mitigating exercise-induced muscle damage. Athletes and fitness enthusiasts often seek quick-absorbing protein sources post-workout, and whey powder fits this need perfectly due to its rapid digestion and absorption, providing a concentrated protein source without excessive calories. Its versatility allows it to be easily incorporated into shakes, smoothies, oatmeal, and breakfast cereals, making it an accessible protein option. Consequently, the rising preference for whey protein in sports nutrition products is a key driver of the whey powder market's growth.

Country Insights

The MEA whey powder market is further segmented by country, including South Africa, Saudi Arabia, the United Arab Emirates, Israel, and the Rest of the Middle East and Africa. South Africa is expected to hold the largest market share in 2025.

In South Africa, changing food habits, urbanization, and the growing influence of Western culture have significantly increased the demand for convenience foods. The rising population and shifting consumer preferences are driving the demand for packaged, ready-to-eat products, which in turn boosts the need for whey powder among food and beverage manufacturers.

Moreover, South Africa's expanding dairy industry utilizes whey powder in the production of yogurts, ice cream, and other dairy products to enhance nutritional value and improve texture. The food processing sector in South Africa incorporates whey powder in processed meats and ready-to-eat meals, leveraging its functional properties. The unique blend of developed and emerging market characteristics in South Africa influences whey powder adoption, with varying usage patterns across different regions. The demand for processed food categories such as bread, cakes, biscuits, cookies, nutritional bars, and cereals has surged in recent years, further propelling the growth of the whey powder market in the country.

Company Profiles

Key players in the MEA whey powder market include Lactalis Ingredients, Fonterra Co-Operative Group Ltd, Interfood Holding BV, Kaskat Dairy SP Zoo, Euroserum SAS, EPI Ingredients SAS, ALPAVIT, Ornu Co-operative Ltd, Kuber Group, Eligo AS, Molkerei Ammerland eG, HIROLAND ?? VE DI? T?CARET L?M?TED ??RKET?, POLMLEK GROUP, Prairie Farms, and Leprino Nutrition. 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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