

North America 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)

<https://marketpublishers.com/r/N8EB74C58E51EN.html>

Date: April 2025

Pages: 108

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

ID: N8EB74C58E51EN

Abstracts

The North America caseinates market was valued at US\$ 693.51 million in 2023 and is expected to reach US\$ 1,164.17 million by 2031; it is estimated to register a CAGR of 6.7% from 2023 to 2031.

Increasing Demand for Dairy Protein in Food Supplements Fuels North America Caseinates Market

Caseinates are dairy proteins rich in essential amino acids and considered high-quality proteins that can help build and repair muscles, support immune function, and improve overall health. Dairy proteins such as caseinates are the building blocks of skin, bones, muscles, and blood. The human body requires protein to produce enzymes, hormones, and other body chemicals. Food supplements infused with dairy protein are used on a large scale, owing to the rise in healthcare awareness among consumers. Thus, they are shifting their focus to nutritious and healthful diets and increasing their protein intake by consuming dietary supplements made from dairy protein. The increasing elderly population boosts the demand for food supplements infused with dairy protein due to its balanced composition of essential amino acids. In recent years, consumers have become highly conscious of their health and fitness due to the growing prevalence of various diseases, including cardiovascular disorders, and several medical conditions

such as high blood pressure, diabetes, obesity, and high cholesterol. As a result, the popularity of dietary supplements is rising across the world. Caseinates are extensively used in manufacturing protein supplements. They are considered one of the major sources of essential amino acids that improve muscle strength and are beneficial for preventing age-related muscle loss. The growing demand for protein supplements from fitness enthusiasts and sportspersons, as well as the aging population, drives the demand for caseinates among supplement manufacturers. Thus, the rising demand for dairy protein in food supplements propels the cause of market growth.

North America Caseinates Market Overview

North America is one of the prominent regions for the caseinates market due to the significantly growing food & beverage industry. The US and Canada are among the significant consumers of dairy products worldwide. It is one of the world's largest consumers of processed food & beverage products, such as confectionery, bakery, and dairy, which, in turn, is increasing the demand for caseinates as they are considered emulsifying and stabilizing agents. Caseinates also enhance the self-life of ready-to-eat convenience products. The rising prominence of nutrition enhancers in food and beverages, owing to increased awareness about maintaining healthy lifestyles among individuals, strongly impacts the caseinates market. Casein and caseinates are gaining immense traction among consumers and food manufacturers owing to the role they play in strengthening the immune system and promoting appetite satiety. Casein and caseinates can be found in many different meals, such as energy bars, processed cheese, baked products, and dairy alternatives. Their functional properties, such as emulsification, gelation, and water-binding ability, make them valuable in food composition. Moreover, the increasing demand for convenient and on-the-go healthier beverages propels the demand for sports nutrition products such as RTD sports drinks, and protein bars. Also, to boost their performance in workout or for quick recovery, consumers are inclining towards consumption of sports supplements. Due to strong amino acid profile and muscle recovery function, caseinates are significantly used in sports nutrition products as an ingredient. Thus, the shift in consumer lifestyle is boosting the demand for sports nutrition products, further driving the caseinates market growth in the region.

North America Caseinates Market Revenue and Forecast to 2031 (US\$ Million)

North America Caseinates Market Segmentation

The North America caseinates market is categorized into product type, application, and

country.

Based on product type, the North America 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 North America 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 North America caseinates market is segmented into the US, Canada, and Mexico. The US dominated the North America caseinates market share in 2023.

Royal FrieslandCampina NV, AMCO Proteins, Fonterra Co-Operative Group Ltd, Milk Specialties Global, Farbest Tallman Foods Corp, Erie Foods International Inc, Glenstal Foods, Tatura Co-Operative Dairy Co Ltd, Ornuva Co-Operative Ltd, and Lactoprot Deutschland GmbH are some of the leading companies operating in the North America 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 North America 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 North America 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 North America market trends and outlook coupled with the factors driving the North America 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 - North America Caseinates Market

Royal FrieslandCampina NV

AMCO Proteins

Fonterra Co-Operative Group Ltd

Milk Specialties Global

Farbest Tallman Foods Corp

Erie Foods International Inc

Glenstal Foods

Tatua Co-Operative Dairy Co Ltd

Ornua Co-Operative Ltd

Lactoprot Deutschland GmbH

Contents

1. INTRODUCTION

- 1.1 The Insight Partners Research Report Guidance
- 1.2 Market Segmentation

2. EXECUTIVE SUMMARY

- 2.1 Key Market Insights
- 2.2 Market Attractiveness

3. RESEARCH METHODOLOGY

- 3.1 Secondary Research
- 3.2 Primary Research
 - 3.2.1 Hypothesis formulation:
 - 3.2.2 Macro-economic factor analysis:
 - 3.2.3 Developing base number:
 - 3.2.4 Data Triangulation:
 - 3.2.5 Country level data:
 - 3.2.6 Limitations and Assumptions:

4. NORTH AMERICA CASEINATES MARKET LANDSCAPE

- 4.1 Market Overview
- 4.2 Porter's Five Forces Analysis
 - 4.2.1 Bargaining Power of Suppliers
 - 4.2.2 Bargaining Power of Buyers
 - 4.2.3 Threat of New Entrants
 - 4.2.4 Intensity of Competitive Rivalry
 - 4.2.5 Threat of Substitutes
- 4.3 Ecosystem Analysis
 - 4.3.1 Raw Material Suppliers
 - 4.3.2 Manufacturing Process
 - 4.3.3 Distributors or Suppliers
 - 4.3.4 End-Use Industries
- 4.4 List of Vendors

5. NORTH AMERICA CASEINATES MARKET - KEY MARKET DYNAMICS

5.1 Market Drivers

- 5.1.1 Increasing Demand for Dairy Protein in Food Supplements
- 5.1.2 Wide Application Scope of Caseinates in the Food & Beverage Industry

5.2 Market Restraints

- 5.2.1 Innovations and Developments of Plant-Based Casein

5.3 Market Opportunities

- 5.3.1 Increasing Use of Caseinates in Non-Food Applications

5.4 Future Trends

- 5.4.1 Rising Demand of Caseinates for Infant Nutrition

5.5 Impact of Drivers and Restraints:

6. CASEINATES MARKET - NORTH AMERICA ANALYSIS

6.1 North America Caseinates Market Overview

6.2 Caseinates Market Revenue (US\$ Million), 2021-2031

6.3 Caseinates Market Forecast Analysis

7. NORTH AMERICA CASEINATES MARKET ANALYSIS - BY PRODUCT TYPE

7.1 Sodium Caseinate

7.1.1 Overview

7.1.2 Sodium Caseinate: Caseinates Market - Revenue and Forecast to 2031 (US\$ Million)

7.2 Calcium Caseinate

7.2.1 Overview

7.2.2 Calcium Caseinate: Caseinates Market - Revenue and Forecast to 2031 (US\$ Million)

7.3 Potassium Caseinate

7.3.1 Overview

7.3.2 Potassium Caseinate: Caseinates Market - Revenue and Forecast to 2031 (US\$ Million)

7.4 Others

7.4.1 Overview

7.4.2 Others: Caseinates Market - Revenue and Forecast to 2031 (US\$ Million)

8. NORTH AMERICA CASEINATES MARKET ANALYSIS - BY APPLICATION

8.1 Bakery & Confectionery

8.1.1 Overview

8.1.2 Bakery & Confectionery: Caseinates Market - Revenue and Forecast to 2031 (US\$ Million)

8.2 Dairy & Frozen Desserts

8.2.1 Overview

8.2.2 Dairy & Frozen Desserts: Caseinates Market - Revenue and Forecast to 2031 (US\$ Million)

8.3 Beverages

8.3.1 Overview

8.3.2 Beverages: Caseinates Market - Revenue and Forecast to 2031 (US\$ Million)

8.4 Soups, Sauces, and Condiments

8.4.1 Overview

8.4.2 Soups, Sauces, and Condiments: Caseinates Market - Revenue and Forecast to 2031 (US\$ Million)

8.5 Infant Formula

8.5.1 Overview

8.5.2 Infant Formula: Caseinates Market - Revenue and Forecast to 2031 (US\$ Million)

8.6 Dietary Supplements

8.6.1 Overview

8.6.2 Dietary Supplements: Caseinates Market - Revenue and Forecast to 2031 (US\$ Million)

8.7 Others

8.7.1 Overview

8.7.2 Others: Caseinates Market - Revenue and Forecast to 2031 (US\$ Million)

9. NORTH AMERICA CASEINATES MARKET - COUNTRY ANALYSIS

9.1 North America

9.1.1 North America: Caseinates Market Breakdown, by Key Countries, 2023 and 2031 (%)

9.1.1.1 North America: Caseinates Market - Revenue and Forecast Analysis - by Country

9.1.1.2 United States: Caseinates Market - Revenue and Forecast to 2031 (US\$ Million)

9.1.1.2.1 United States: Caseinates Market Breakdown, by Product Type

9.1.1.2.2 United States: Caseinates Market Breakdown, by Application

9.1.1.3 Canada: Caseinates Market - Revenue and Forecast to 2031 (US\$ Million)

- 9.1.1.3.1 Canada: Caseinates Market Breakdown, by Product Type
- 9.1.1.3.2 Canada: Caseinates Market Breakdown, by Application
- 9.1.1.4 Mexico: Caseinates Market - Revenue and Forecast to 2031 (US\$ Million)
 - 9.1.1.4.1 Mexico: Caseinates Market Breakdown, by Product Type
 - 9.1.1.4.2 Mexico: Caseinates Market Breakdown, by Application

10. COMPETITIVE LANDSCAPE

- 10.1 Company Positioning & Concentration
- 10.2 Heat Map Analysis by Key Players

11. COMPANY PROFILES

- 11.1 Royal FrieslandCampina NV
 - 11.1.1 Key Facts
 - 11.1.2 Business Description
 - 11.1.3 Products and Services
 - 11.1.4 Financial Overview
 - 11.1.5 SWOT Analysis
 - 11.1.6 Key Developments
- 11.2 AMCO Proteins
 - 11.2.1 Key Facts
 - 11.2.2 Business Description
 - 11.2.3 Products and Services
 - 11.2.4 Financial Overview
 - 11.2.5 SWOT Analysis
 - 11.2.6 Key Developments
- 11.3 Fonterra Co-Operative Group Ltd
 - 11.3.1 Key Facts
 - 11.3.2 Business Description
 - 11.3.3 Products and Services
 - 11.3.4 Financial Overview
 - 11.3.5 SWOT Analysis
 - 11.3.6 Key Developments
- 11.4 Milk Specialties Global
 - 11.4.1 Key Facts
 - 11.4.2 Business Description
 - 11.4.3 Products and Services
 - 11.4.4 Financial Overview

- 11.4.5 SWOT Analysis
- 11.4.6 Key Developments
- 11.5 Farbest-Tallman Foods Corp
 - 11.5.1 Key Facts
 - 11.5.2 Business Description
 - 11.5.3 Products and Services
 - 11.5.4 Financial Overview
 - 11.5.5 SWOT Analysis
 - 11.5.6 Key Developments
- 11.6 Erie Foods International Inc
 - 11.6.1 Key Facts
 - 11.6.2 Business Description
 - 11.6.3 Products and Services
 - 11.6.4 Financial Overview
 - 11.6.5 SWOT Analysis
 - 11.6.6 Key Developments
- 11.7 Glenstal Foods
 - 11.7.1 Key Facts
 - 11.7.2 Business Description
 - 11.7.3 Products and Services
 - 11.7.4 Financial Overview
 - 11.7.5 SWOT Analysis
 - 11.7.6 Key Developments
- 11.8 Tatua Co-operative Dairy Co Ltd
 - 11.8.1 Key Facts
 - 11.8.2 Business Description
 - 11.8.3 Products and Services
 - 11.8.4 Financial Overview
 - 11.8.5 SWOT Analysis
 - 11.8.6 Key Developments
- 11.9 Ornuia Co-operative Ltd
 - 11.9.1 Key Facts
 - 11.9.2 Business Description
 - 11.9.3 Products and Services
 - 11.9.4 Financial Overview
 - 11.9.5 SWOT Analysis
 - 11.9.6 Key Developments
- 11.10 Lactoprot Deutschland GmbH
 - 11.10.1 Key Facts

- 11.10.2 Business Description
- 11.10.3 Products and Services
- 11.10.4 Financial Overview
- 11.10.5 SWOT Analysis
- 11.10.6 Key Developments

12. APPENDIX

- 12.1 About The Insight Partners

List Of Tables

LIST OF TABLES

Table 1. North America Caseinates Market Segmentation

Table 2. List of Vendors

Table 3. Caseinates Market - Revenue and Forecast to 2031 (US\$ Million)

Table 4. Caseinates Market - Revenue and Forecast to 2031 (US\$ Million) - by Product Type

Table 5. Caseinates Market - Revenue and Forecast to 2031 (US\$ Million) - by Application

Table 6. North America: Caseinates Market - Revenue and Forecast to 2031 (US\$ Million) - by Country

Table 7. United States: Caseinates Market - Revenue and Forecast to 2031 (US\$ Million) - by Product Type

Table 8. United States: Caseinates Market - Revenue and Forecast to 2031 (US\$ Million) - by Application

Table 9. Canada: Caseinates Market - Revenue and Forecast to 2031 (US\$ Million) - by Product Type

Table 10. Canada: Caseinates Market - Revenue and Forecast to 2031 (US\$ Million) - by Application

Table 11. Mexico: Caseinates Market - Revenue and Forecast to 2031 (US\$ Million) - by Product Type

Table 12. Mexico: Caseinates Market - Revenue and Forecast to 2031 (US\$ Million) - by Application

List Of Figures

LIST OF FIGURES

- Figure 1. North America Caseinates Market Segmentation, by Country
- Figure 2. Porter's Five Forces Analysis
- Figure 3. Ecosystem: Caseinates Market
- Figure 4. Caseinates Market - Key Market Dynamics
- Figure 5. Impact Analysis of Drivers and Restraints
- Figure 6. Caseinates Market Revenue (US\$ Million), 2021-2031
- Figure 7. Caseinates Market Share (%) - by Product Type (2023 and 2031)
- Figure 8. Sodium Caseinate: Caseinates Market - Revenue and Forecast to 2031 (US\$ Million)
- Figure 9. Calcium Caseinate: Caseinates Market - Revenue and Forecast to 2031 (US\$ Million)
- Figure 10. Potassium Caseinate: Caseinates Market - Revenue and Forecast to 2031 (US\$ Million)
- Figure 11. Others: Caseinates Market - Revenue and Forecast to 2031 (US\$ Million)
- Figure 12. Caseinates Market Share (%) - by Application (2023 and 2031)
- Figure 13. Bakery & Confectionery: Caseinates Market - Revenue and Forecast to 2031 (US\$ Million)
- Figure 14. Dairy & Frozen Desserts: Caseinates Market - Revenue and Forecast to 2031 (US\$ Million)
- Figure 15. Beverages: Caseinates Market - Revenue and Forecast to 2031 (US\$ Million)
- Figure 16. Soups, Sauces, and Condiments: Caseinates Market - Revenue and Forecast to 2031 (US\$ Million)
- Figure 17. Infant Formula: Caseinates Market - Revenue and Forecast to 2031 (US\$ Million)
- Figure 18. Dietary Supplements: Caseinates Market - Revenue and Forecast to 2031 (US\$ Million)
- Figure 19. Others: Caseinates Market - Revenue and Forecast to 2031 (US\$ Million)
- Figure 20. North America Caseinates Market, by Key Countries - Revenue (2023) (US\$ Million)
- Figure 21. North America: Caseinates Market Breakdown, by Key Countries, 2023 and 2031 (%)
- Figure 22. United States: Caseinates Market - Revenue and Forecast to 2031 (US\$ Million)
- Figure 23. Canada: Caseinates Market - Revenue and Forecast to 2031 (US\$ Million)

Figure 24. Mexico: Caseinates Market - Revenue and Forecast to 2031 (US\$ Million)

Figure 25. Company Positioning & Concentration

Figure 26. Heat Map Analysis by Key Players

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