

North America Whey Powder Market Size and Forecast (2021 - 2031)

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Abstracts

The North America Whey Powder Market is projected to grow significantly, reaching an estimated US\$ 693.6 million by 2031, up from US\$ 489.0 million in 2025. This growth represents a compound annual growth rate (CAGR) of 6.0% from 2026 to 2031.

Executive Summary and Market Analysis

The demand for whey powder in North America is on the rise, driven by health trends, sports nutrition, and innovations within the food industry. A key factor propelling this demand is the increasing awareness of the nutritional advantages of whey protein among health-conscious consumers. Whey powder is celebrated for its high-quality protein content and comprehensive amino acid profile, making it a popular choice among fitness enthusiasts, athletes, and individuals focused on weight management. This trend is further bolstered by the growing popularity of lifestyle choices that emphasize high-protein, low-carb, and clean-label diets. According to the World Economic Forum, in 2022, 50% of Americans reported actively consuming healthy foods, with 58% of baby boomers adhering to healthy eating habits. Additionally, an IRI survey indicated that two-thirds (63%) of 42 million Supplemental Nutrition Assistance Program (SNAP) shoppers prioritize healthy eating.

The increasing awareness of nutraceuticals and rising health concerns among consumers are also significant drivers of the North America whey powder market. Obesity, a major contributor to diabetes and other chronic diseases, affects 41.9% of Americans as of September 2023, according to the Trust for America's Health. In response, many individuals are adopting healthier diets with functional claims.

Moreover, the growth of the sports nutrition sector is further enhancing the demand for

whey powder in the region. Athletes and fitness enthusiasts are increasingly turning to whey powder for its benefits in muscle recovery, endurance enhancement, and reducing the risk of upper respiratory tract infections, which are common among those engaged in intense physical activities. Manufacturers are incorporating whey powder into protein bars, shakes, and supplements due to its rapid absorption and proven effectiveness in muscle repair and recovery. The proliferation of fitness centers, gyms, and personalized training programs across North America has also contributed to the rising demand for whey-based products.

Strategic Insights

Market Segmentation Analysis

The North America 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

Whey powder, particularly demineralized whey powder and whey protein isolates, closely resembles the protein profile of human breast milk, providing a high-quality source of essential amino acids with excellent digestibility. The lower mineral content of demineralized whey makes it suitable for infants' digestive systems, which is a primary reason for its inclusion in infant formula formulations. Additionally, demineralized whey powder and whey hydrolysate are less likely to cause cow milk protein allergies (CMPA), making them ideal for specialized hypoallergenic infant formulas.

Manufacturers of whey protein hydrolysate are obtaining approvals from regulatory bodies such as the Food and Drug Administration (FDA) and the United States Department of Agriculture (USDA) for use in infant formula products. For example, in July 2024, Arla Foods Ingredients received FDA approval to use whey protein hydrolysates in infant formula, supporting allergy management and gut comfort. Such market approvals are expected to significantly boost the whey powder market, particularly in the infant nutrition segment, which is anticipated to be the fastest-growing trend in the coming years.

Country Insights

The North America Whey Powder Market is segmented by country into the United States, Canada, and Mexico, with the United States holding the largest market share in 2025. The US is a major economy and a significant consumer of whey powder, driven by high consumption of processed foods and beverages, including confectionery, bakery, and dairy products. Whey powder is utilized in these products for its emulsifying, foaming, gelling, stabilizing, browning, and nutritional properties, enhancing the texture of the final products. The increasing demand for ready-to-eat convenience foods, driven by busy lifestyles, is also propelling the whey powder market.

Infant formula is particularly appealing for working mothers, providing nutritious meals for their infants while offering convenience. Whey powder serves as a digestible and complete protein source for infants. Research indicates that whey protein constitutes about 18% of the total protein in cow milk and 60%-70% in human milk, underscoring its importance in infant nutrition.

Additionally, the growing preference for dietary supplements and sports drinks in the US is further driving the demand for whey powder, which offers a robust protein and amino acid profile beneficial for health.

Company Profiles

Key players in the North America Whey Powder Market include Lactalis Ingredients, Fonterra Co-Operative Group Ltd, Interfood Holding BV, Kaskat Dairy SP Zoo, Euroserum SAS, EPI Ingredients SAS, ALPAVIT, Ornua 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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