

# **Whey Protein Market Size, Trends, Analysis, and Outlook By Type (Whey Protein Isolates (WPI), Whey Protein Concentrates (WPC), Whey Protein Hydrolysates (WPH)), By Application (Sports Nutrition, Dietary Supplements, Infant Formula, Food Additives, Beverages, Feed), by Country, Segment, and Companies, 2024-2032**

<https://marketpublishers.com/r/W01C00106FC0EN.html>

Date: October 2024

Pages: 190

Price: US\$ 3,582.00 (Single User License)

ID: W01C00106FC0EN

## **Abstracts**

Global Whey Protein Market Size is valued at \$6.1 Billion in 2024 and is forecast to register a growth rate (CAGR) of 10.4% to reach \$13.5 Billion by 2032.

The whey protein market is expanding as fitness enthusiasts and health-conscious consumers seek high-quality protein sources. Whey protein's applications are broadening from sports nutrition to functional foods, beverages, and dietary supplements. Innovations in protein fortification for bakery, snack bars, and ready-to-drink shakes are driving growth. Additionally, the increasing demand for clean-label, organic, and plant-based protein alternatives will shape the market, as manufacturers cater to consumers looking for more sustainable and allergen-free options.

### **Whey Protein Market Drivers, Trends, Opportunities, and Growth Opportunities**

The comprehensive report presents unique market trends and challenges shaping the outlook for industry stakeholders. The Future of Whey Protein survey report provides the market size outlook across types, applications, and segments globally and regionally. It also offers data-driven insights and actionable recommendations for companies in the Whey Protein industry.

## Key market trends defining the global Whey Protein demand in 2025 and Beyond

The Whey Protein industry remains an attractive hub for both domestic and global vendors. As we enter 2025, demand from end-user sectors, changes in consumption patterns, new product launches, and widening distribution channels will play major roles.

## Whey Protein Market Segmentation- Industry Share, Market Size, and Outlook to 2032

Rising demand for diverse products and applications fuels the increased investments in niche segments. Leading companies focus on generating a large share of their future revenue growth by expanding into these niche segments. The report presents a market size outlook across segments, supporting companies scaling up production with a focus on potential countries.

## Key strategies adopted by companies within the Whey Protein industry

Leading Whey Protein companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions. In particular, companies that leverage advanced technologies to achieve operational excellence are set to gain significant revenues. The report details the key strategies adopted by the top 10 Whey Protein companies.

## Whey Protein Market Study- Strategic Analysis Review

The market research report dives deep into qualitative factors shaping the market, empowering you to make informed decisions.

- Industry Dynamics: Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.
- Strategic Insights: Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.
- Internal Strengths and Weaknesses: Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.
- Future Possibilities: Prepare for diverse outcomes with in-depth scenario analysis.

Explore potential market disruptions, technology advancements, and economic changes.

### Whey Protein Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Whey Protein industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. With actual data for 2023, the report forecasts the market size outlook from 2024 to 2032 in three scenarios: low case, reference case, and high case.

### Whey Protein Country Analysis and Revenue Outlook to 2032

The report analyzes 22 countries worldwide, including key driving forces and market size outlook from 2021 to 2032. Additionally, it includes region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America. For each region, the market size outlook by segments is forecast for 2032.

### North America Whey Protein Market Size Outlook- Companies plan for focused investments in a changing environment

The US remains the market leader in North America, driven by a large consumer base, well-established providers, and strong infrastructure. Leading companies focus on new product launches in a changing environment. The US GDP is expected to grow from \$28,781.1 Billion in 2024 to \$36,621 Billion in 2030, driving demand for various Whey Protein market segments. Similarly, strong market demand encourages Canadian Whey Protein companies to invest in niche segments. Mexico's investment in technological advancements positions it for significant market expansion.

### Europe Whey Protein Market Size Outlook- Companies investing in assessing consumers, categories, competitors, and capabilities.

The German Whey Protein industry remains the major market for companies in the European Whey Protein industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of vendors in identifying and leveraging new growth prospects positions the European Whey Protein market fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and addressing niche consumer segments.

Asia Pacific Whey Protein Market Size Outlook- an attractive hub for opportunities for both local and global companies

The increasing pool of consumer base, robust consumption expenditure, and increasing investments in manufacturing drive the demand for Whey Protein in Asia Pacific. In particular, China, India, and South East Asian Whey Protein markets present a compelling outlook for 2032, attracting both domestic and multinational vendors seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate market changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major countries in the APAC region.

Latin America Whey Protein Market Size Outlook- Continued urbanization and rising income levels

Rising income levels contribute to higher purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

Middle East and Africa Whey Protein Market Size Outlook- continues its upward trajectory across segments.

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Whey Protein market potential. Fuelled by increasing consumption expenditure of individuals and growing population drive the demand for Whey Protein.

### Whey Protein Company Profiles

The global Whey Protein market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. The leading companies included in the study are Abbott Laboratories, Alpavit, Arla Foods, Carbery Group, Davisco Foods International Inc, Fonterra Co-operative Group Ltd, Glanbia plc, Hilmar Cheese Company Inc, LACTALIS Ingredients, Leprino

Foods Company, Maple Island Inc, Milk Specialties, Milkaut SA, Nestle S.A., Nutricia (Danone), Olam International, Sanofi S.A., Saputo Inc, Wheyco GmbH.

## Recent Whey Protein Market Developments

The global Whey Protein market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

## Whey Protein Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2032 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

## Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

## Market Segmentation:

By Type

*Whey Protein Market Size, Trends, Analysis, and Outlook By Type (Whey Protein Isolates (WPI), Whey Protein Con...*

Whey Protein Isolates (WPI)

Whey Protein Concentrates (WPC)

Whey Protein Hydrolysates (WPH)

By Application

Sports Nutrition

Dietary Supplements

Infant Formula

Food Additives

Beverages

Feed

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

Abbott Laboratories

Alpavit

Arla Foods

Carbery Group

Davisco Foods International Inc

Fonterra Co-operative Group Ltd

Glanbia plc

Hilmar Cheese Company Inc

LACTALIS Ingredients

Leprino Foods Company

Maple Island Inc

Milk Specialties

Milkaut SA

Nestle S.A.

Nutricia (Danone)

Olam International

Sanofi S.A.

Saputo Inc

Wheyco GmbH

Formats Available: Excel, PDF, and PPT

## Contents

### **CHAPTER 1: EXECUTIVE SUMMARY**

- 1.1 Study Scope
- 1.2 Market Definition
- 1.3 Report Guide
  - 1.3.1 Country Coverage
  - 1.3.2 Companies Profiled
  - 1.3.3 Study Period: 2018 to 2023 and 2024 to 2032
  - 1.3.4 Units
- 1.4 Abbreviations

### **CHAPTER 2. WHEY PROTEIN MARKET OVERVIEW- 2025**

- 2.1 An Introduction to the Global Whey Protein Markets
- 2.2 Key Statistics
- 2.3 Region Benchmarking, 2024
- 2.4 Country Positioning Matrix, 2024

### **CHAPTER 3. STRATEGIC ANALYSIS REVIEW**

- 3.1 Whey Protein Industry Stakeholders
- 3.2 Value Chain Analysis
- 3.3 Porter's Five Forces Analysis
- 3.4 SWOT Profile
- 3.5 Recent Market Developments

### **CHAPTER 4. IMPACT ANALYSIS AND SCENARIO FORECASTS**

- 4.1 Russia-Ukraine Conflict Analysis
- 4.2 COVID-19: Post Pandemic Recovery Analysis
- 4.3 US Inflation and Sluggish Growth in China
- 4.4 Focus on Sustainability
- 4.5 Low Growth Case Scenario: Global Whey Protein Market Outlook to 2032
- 4.6 Reference Case Scenario: Global Whey Protein Market Outlook to 2032
- 4.7 High Growth Case Scenario: Global Whey Protein Market Outlook to 2032

### **CHAPTER 5: WHEY PROTEIN MARKET DYNAMICS**

*Whey Protein Market Size, Trends, Analysis, and Outlook By Type (Whey Protein Isolates (WPI), Whey Protein Con...*



- 5.1 Key Whey Protein Market Trends
- 5.2 Potential Whey Protein Market Opportunities
- 5.3 Key Market Challenges

## **CHAPTER 6: GLOBAL WHEY PROTEIN MARKET ANALYSIS AND OUTLOOK TO 2032**

- 6.1 Global Market Outlook by Segments, 2021 to 2032
- 6.2 Type
  - Whey Protein Isolates (WPI)
  - Whey Protein Concentrates (WPC)
  - Whey Protein Hydrolysates (WPH)
  - Application
    - Sports Nutrition
    - Dietary Supplements
    - Infant Formula
    - Food Additives
    - Beverages
    - Feed
- 6.3 Global Market Outlook by Region, 2021 to 2032

## **CHAPTER 7: NORTH AMERICA WHEY PROTEIN MARKET ANALYSIS AND OUTLOOK TO 2032**

- 7.1 North America Market Outlook by Segments, 2021- 2032
- 7.2 Type
  - Whey Protein Isolates (WPI)
  - Whey Protein Concentrates (WPC)
  - Whey Protein Hydrolysates (WPH)
  - Application
    - Sports Nutrition
    - Dietary Supplements
    - Infant Formula
    - Food Additives
    - Beverages
    - Feed
- 7.3 North America Market Outlook by Country, 2021- 2032
  - 7.3.1 United States Whey Protein Market Size Forecast, 2021- 2032

7.3.2 Canada Whey Protein Market Size Forecast, 2021- 2032

7.3.3 Mexico Whey Protein Market Size Forecast, 2021- 2032

## **CHAPTER 8: EUROPE WHEY PROTEIN MARKET ANALYSIS AND OUTLOOK TO 2032**

8.1 Europe Market Outlook by Segments, 2021- 2032

8.2 Type

Whey Protein Isolates (WPI)

Whey Protein Concentrates (WPC)

Whey Protein Hydrolysates (WPH)

Application

Sports Nutrition

Dietary Supplements

Infant Formula

Food Additives

Beverages

Feed

8.3 Europe Market Outlook by Country, 2021- 2032

8.3.1 Germany Whey Protein Market Size Forecast, 2021- 2032

8.3.2 France Whey Protein Market Size Forecast, 2021- 2032

8.3.3 United Kingdom Whey Protein Market Size Forecast, 2021- 2032

8.3.4 Spain Whey Protein Market Size Forecast, 2021- 2032

8.3.5 Italy Whey Protein Market Size Forecast, 2021- 2032

8.3.6 Russia Whey Protein Market Size Forecast, 2021- 2032

8.3.7 Rest of Europe Whey Protein Market Size Forecast, 2021- 2032

## **CHAPTER 9: ASIA PACIFIC WHEY PROTEIN MARKET ANALYSIS AND OUTLOOK TO 2032**

9.1 Asia Pacific Market Outlook by Segments, 2021- 2032

9.2 Type

Whey Protein Isolates (WPI)

Whey Protein Concentrates (WPC)

Whey Protein Hydrolysates (WPH)

Application

Sports Nutrition

Dietary Supplements

Infant Formula

Food Additives

Beverages

Feed

9.3 Asia Pacific Market Outlook by Country, 2021- 2032

9.3.1 China Whey Protein Market Size Forecast, 2021- 2032

9.3.2 India Whey Protein Market Size Forecast, 2021- 2032

9.3.3 Japan Whey Protein Market Size Forecast, 2021- 2032

9.3.4 South Korea Whey Protein Market Size Forecast, 2021- 2032

9.3.5 Australia Whey Protein Market Size Forecast, 2021- 2032

9.3.6 South East Asia Whey Protein Market Size Forecast, 2021- 2032

9.3.7 Rest of Asia Pacific Whey Protein Market Size Forecast, 2021- 2032

## **CHAPTER 10: SOUTH AMERICA WHEY PROTEIN MARKET ANALYSIS AND OUTLOOK TO 2032**

10.1 South America Market Outlook by Segments, 2021- 2032

10.2 Type

Whey Protein Isolates (WPI)

Whey Protein Concentrates (WPC)

Whey Protein Hydrolysates (WPH)

Application

Sports Nutrition

Dietary Supplements

Infant Formula

Food Additives

Beverages

Feed

10.3 South America Market Outlook by Country, 2021- 2032

10.3.1 Brazil Whey Protein Market Size Forecast, 2021- 2032

10.3.2 Argentina Whey Protein Market Size Forecast, 2021- 2032

10.3.3 Rest of South America Whey Protein Market Size Forecast, 2021- 2032

## **CHAPTER 11: MIDDLE EAST AND AFRICA WHEY PROTEIN MARKET ANALYSIS AND OUTLOOK TO 2032**

11.1 Middle East and Africa Market Outlook by Segments, 2021- 2032

11.2 Type

Whey Protein Isolates (WPI)

Whey Protein Concentrates (WPC)

Whey Protein Hydrolysates (WPH)

Application

Sports Nutrition

Dietary Supplements

Infant Formula

Food Additives

Beverages

Feed

11.3 Middle East and Africa Market Outlook by Country, 2021- 2032

11.3.1 Saudi Arabia Whey Protein Market Size Forecast, 2021- 2032

11.3.2 The UAE Whey Protein Market Size Forecast, 2021- 2032

11.3.3 Rest of Middle East Whey Protein Market Size Forecast, 2021- 2032

11.3.4 South Africa Whey Protein Market Size Forecast, 2021- 2032

11.3.4 Rest of Africa Whey Protein Market Size Forecast, 2021- 2032

## **CHAPTER 12: COMPETITIVE LANDSCAPE**

12.1 Competitive Analysis- Product Profile, SWOT, Financial Profiles

12.2 Key Companies Profiled in the Study

12.3 Abbott Laboratories

Alpavit

Arla Foods

Carbery Group

Davisco Foods International Inc

Fonterra Co-operative Group Ltd

Glanbia plc

Hilmar Cheese Company Inc

LACTALIS Ingredients

Leprino Foods Company

Maple Island Inc

Milk Specialties

Milkaut SA

Nestle S.A.

Nutricia (Danone)

Olam International

Sanofi S.A.

Saputo Inc

Wheyco GmbH

## **CHAPTER 13: SOURCES AND RESEARCH METHODOLOGY**

13.1 Primary and Secondary Sources

13.2 Research Methodology

13.3 Data Triangulation and Validation

13.4 Assumptions and Limitations

13.5 Forecast Methodology

Appendix

A: Highlights of the Q4-2024 Version

B: Conclusion and Future Recommendations

C: Customization Options

D: Contact Information

## List Of Figures

### LIST OF FIGURES

- Figure 1: Country Analysis: Largest Market Share (%) - 2024 vs. 2032
- Figure 2: GDP (Current Prices) Outlook by Country, 2010- 2032
- Figure 3: Population Outlook by Country, 2010- 2032
- Figure 4: Inflation Outlook by Country (%), 2024- 2032
- Figure 5: Global Whey Protein Market Outlook by Type, 2021- 2032
- Figure 6: Global Whey Protein Market Outlook by Application, 2021- 2032
- Figure 7: Global Whey Protein Market Outlook by Region, 2021- 2032
- Figure 8: North America Whey Protein Market Snapshot, Q4-2024
- Figure 9: North America Whey Protein Market Size Forecast by Type, 2021- 2032
- Figure 10: North America Whey Protein Market Size Forecast by Application, 2021- 2032
- Figure 11: North America Whey Protein Market Share by Country, 2023
- Figure 12: Europe Whey Protein Market Snapshot, Q4-2024
- Figure 13: Europe Whey Protein Market Size Forecast by Type, 2021- 2032
- Figure 14: Europe Whey Protein Market Size Forecast by Application, 2021- 2032
- Figure 15: Europe Whey Protein Market Share by Country, 2023
- Figure 16: Asia Pacific Whey Protein Market Snapshot, Q4-2024
- Figure 17: Asia Pacific Whey Protein Market Size Forecast by Type, 2021- 2032
- Figure 18: Asia Pacific Whey Protein Market Size Forecast by Application, 2021- 2032
- Figure 19: Asia Pacific Whey Protein Market Share by Country, 2023
- Figure 20: South America Whey Protein Market Snapshot, Q4-2024
- Figure 21: South America Whey Protein Market Size Forecast by Type, 2021- 2032
- Figure 22: South America Whey Protein Market Size Forecast by Application, 2021- 2032
- Figure 23: South America Whey Protein Market Share by Country, 2023
- Figure 24: Middle East and Africa Whey Protein Market Snapshot, Q4-2024
- Figure 25: Middle East and Africa Whey Protein Market Size Forecast by Type, 2021- 2032
- Figure 26: Middle East and Africa Whey Protein Market Size Forecast by Application, 2021- 2032
- Figure 27: Middle East and Africa Whey Protein Market Share by Country, 2023
- Figure 28: United States Whey Protein Market Size Outlook, \$ Million, 2021- 2032
- Figure 29: Canada Whey Protein Market Size Outlook, \$ Million, 2021- 2032
- Figure 30: Mexico Whey Protein Market Size Outlook, \$ Million, 2021- 2032
- Figure 31: Germany Whey Protein Market Size Outlook, \$ Million, 2021- 2032

- Figure 32: France Whey Protein Market Size Outlook, \$ Million, 2021- 2032
- Figure 33: United Kingdom Whey Protein Market Size Outlook, \$ Million, 2021- 2032
- Figure 34: Spain Whey Protein Market Size Outlook, \$ Million, 2021- 2032
- Figure 35: Italy Whey Protein Market Size Outlook, \$ Million, 2021- 2032
- Figure 36: Russia Whey Protein Market Size Outlook, \$ Million, 2021- 2032
- Figure 37: Rest of Europe Whey Protein Market Size Outlook, \$ Million, 2021- 2032
- Figure 38: China Whey Protein Market Size Outlook, \$ Million, 2021- 2032
- Figure 39: India Whey Protein Market Size Outlook, \$ Million, 2021- 2032
- Figure 40: Japan Whey Protein Market Size Outlook, \$ Million, 2021- 2032
- Figure 41: South Korea Whey Protein Market Size Outlook, \$ Million, 2021- 2032
- Figure 42: Australia Whey Protein Market Size Outlook, \$ Million, 2021- 2032
- Figure 43: South East Asia Whey Protein Market Size Outlook, \$ Million, 2021- 2032
- Figure 44: Rest of APAC Whey Protein Market Size Outlook, \$ Million, 2021- 2032
- Figure 45: Brazil Whey Protein Market Size Outlook, \$ Million, 2021- 2032
- Figure 46: Argentina Whey Protein Market Size Outlook, \$ Million, 2021- 2032
- Figure 47: Rest of LATAM Whey Protein Market Size Outlook, \$ Million, 2021- 2032
- Figure 48: Saudi Arabia Whey Protein Market Size Outlook, \$ Million, 2021- 2032
- Figure 49: UAE Whey Protein Market Size Outlook, \$ Million, 2021- 2032
- Figure 50: South Africa Whey Protein Market Size Outlook, \$ Million, 2021- 2032
- Figure 51: Research Methodology
- Figure 52: Forecast Methodology

## List Of Tables

### LIST OF TABLES

Table 1: Market Scope and Segmentation

Table 2: Global Whey Protein Market Size Outlook, \$Million, 2021 to 2032

Table 3: Low Case Scenario Forecasts

Table 4: Reference Case Scenario Forecasts

Table 5: High Growth Scenario Forecasts

Table 6: Global Whey Protein Market Size Outlook by Segments, 2021- 2032

Table 7: Global Whey Protein Market Size Outlook by Region, 2021- 2032

Table 8: Country Mapping, 2023 vs. 2032

Table 9: North America- Whey Protein Market Outlook by Type, 2021- 2032

Table 10: North America- Whey Protein Market Outlook by Country, 2021- 2032

Table 11: Europe - Whey Protein Market Outlook by Type, 2021- 2032

Table 12: Europe - Whey Protein Market Outlook by Country, 2021- 2032

Table 13: Asia Pacific - Whey Protein Market Outlook by Type, 2021- 2032

Table 14: Asia Pacific - Whey Protein Market Outlook by Country, 2021- 2032

Table 15: South America- Whey Protein Market Outlook by Type, 2021- 2032

Table 16: South America- Whey Protein Market Outlook by Country, 2021- 2032

Table 17: Middle East and Africa - Whey Protein Market Outlook by Type, 2021- 2032

Table 18: Middle East and Africa - Whey Protein Market Outlook by Country, 2021- 2032

Table 19: Business Snapshots of Leading Whey Protein Companies

Table 20: Product Profiles of Leading Whey Protein Companies

Table 21: SWOT Profiles of Leading Whey Protein Companies



## I would like to order

Product name: Whey Protein Market Size, Trends, Analysis, and Outlook By Type (Whey Protein Isolates (WPI), Whey Protein Concentrates (WPC), Whey Protein Hydrolysates (WPH)), By Application (Sports Nutrition, Dietary Supplements, Infant Formula, Food Additives, Beverages, Feed), by Country, Segment, and Companies, 2024-2032

Product link: <https://marketpublishers.com/r/W01C00106FC0EN.html>

Price: US\$ 3,582.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/W01C00106FC0EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below  
and fax the completed form to +44 20 7900 3970