

Isolate Whey Protein Market Expected to Generate \$8.8 Billion by 2031

Growth in popularity of whey supplements among youngsters & emergence of whey protein-based pediatric milk formulations coupled with advancements in production.

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EINPresswire.com/ -- The global [isolate whey protein industry](#) garnered \$ 4.8 billion in 2021, and is estimated to generate \$8.8 billion by 2031, manifesting a CAGR of 6.4% from 2022 to 2031.



The report provides an extensive analysis of changing market dynamics, major segments, value chain, competitive scenario, and regional landscape. This research offers a valuable guidance to leading players, investors, shareholders, and startups in devising strategies for the sustainable growth and gaining competitive edge in the market.

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Rising innovation in the product line where whey protein ingredients remain the key ingredient and increasing influence of advertisement are some of the major factors, which are driving the growth of the protein market.

Whey proteins are derived from whey during the cheese production and are known for improving athletic performance. They are an alternative to milk for lactose intolerant people. Rise in the consumption of whey protein ingredients as functional food and dietary supplements among consumers increase the Isolate Whey Protein Market Demand. Increase in proportions of millennial population (people aged between 20s and 30s) actively participating in casual sports and regular exercises give more importance to enhanced protein intake. This factor fuels the demand for nutritional drinks and supplements. Furthermore, whey protein ingredients are

utilized in meat products owing to its solubility, water-binding & viscosity, emulsification, adhesion, gelation, and organoleptic characteristics. Moreover, whey protein concentrates are used to adhere breadcrumbs or batter to meat, and hence, rheological characteristics of meat are retained. Furthermore, moisture retaining property of whey protein concentrate during meat processing also boosts the Isolate Whey Protein Industry growth and is likely to bring Isolate Whey Protein Market Opportunity during the forecast period.

The global whey protein ingredients market witnesses vivid opportunities due to increase in awareness among consumers for protein healthy diet. Moreover, whey protein concentrate is a nutritional supplement manufactured after the whey is passed through defiltration, ultrafiltration, electro dialysis, and ion-exchange processes. Whey protein concentrate is obtained upon the removal of certain percentage of non-protein constituents from pasteurized whey derived from cheese processing. Whey protein concentrate consists of low levels of carbohydrates (lactose). The percentage of protein in lower end concentrates ranges from 30% to 90%.

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Moreover, consumption of whey protein concentrate powder as supplements has increased owing to regular recommendations by dieticians and doctors in response to a wider set of customers demand for protein supplements in their diets.

Sports nutrition segment accounted for around one-sixth share, in terms of volume, in 2020. In response to the perennial modifications such as brining, baking, and texture of whey products among the bakery & confectionery industry as well as beverages industry, whey protein ingredients currently witness high demand across the globe. Thus, increase in demand for whey protein concentrates 80 and 35, especially in sports nutrition as protein supplements majorly fuels the market.

Moreover, rise in number of working women demanding whey proteins for infant formula as a substitute for breast milk also augments the market growth. In addition, increasing Isolate Whey Protein Market Trends of beverage industry to boost the protein content of products is the major reason that drives the Isolate Whey Protein Market Growth.

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The global isolate whey protein market is segmented on the form, nature, application, end use industry, sales channel and region. On the basis of nature the market is bifurcated into powder and liquid. Based on nature the market is classified into organic and conventional. On the basis of application the market is classified into food, beverages, medicines and others. On the basis of end use industry the market is categorized into commercial and residential. Based on sales channel the market is bifurcated into online and offline. The market is analyzed based on region

across North America, Europe, Asia-Pacific, and LAMEA.

Based on region, North America held the largest share in 2021, contributing to nearly two-fifths of the total isolate whey protein market share, and is projected to maintain its dominant share in terms of revenue in 2031. In addition, the Asia-Pacific region is expected to manifest the fastest CAGR of 8.5% during the forecast period.

Leading market players of the global [isolate whey protein market size](#) analyzed in the research include ARLA FOODS AMBA, carbery group, Alpavit, Cargill Corporation, Dairy Farmers of America, Davigo Food International, Fonterra Co-Operative Group Ltd, Glanbia Plc, Hilmar Cheese Company, Inc., maple island inc., Milk Specialties Global, AMCO Proteins, Clover Fonterra Ingredients Proprietary Limited, Leprino Foods Company, LACTALIS Ingredients, Olam International.

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