



# **WHEY PROTEIN INGREDIENT MARKET**

**MARKET AND SCIENTIFIC OUTLOOK**

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WE?**

**WHERE DO WE  
OPERATE?**

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WHO ARE WE?

WHERE DO  
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# WHEY PROTEIN INGREDIENT MARKET

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# WHEY PROTEIN INGREDIENT MARKET

## Report's Main Features

456 pages, 39 figures, 130 tables

This comprehensive report is based on in-depth interviews with food companies completed by a desk review. It provides for DECISION MAKERS a global understanding of the sector as well as an outlook on its future.

### MARKET ANALYSIS

- New trends and perspectives
- Sales by country and ingredient category
- Production volumes by country
- Users' requirements
- Suppliers' profiles
- Competitive environment

### INGREDIENTS

- WPC-WPI
- Native Whey
- Permeate
- WPP
- Blends

### APPLICATIONS

- Dietetic & Sport & Slimming foods
- Cheese/ Dairy products/ Ice creams
- Meal replacement
- Nutritional beverages/Clinical Nutrition
- Meat
- Confectionery

### COUNTRIES COVERED

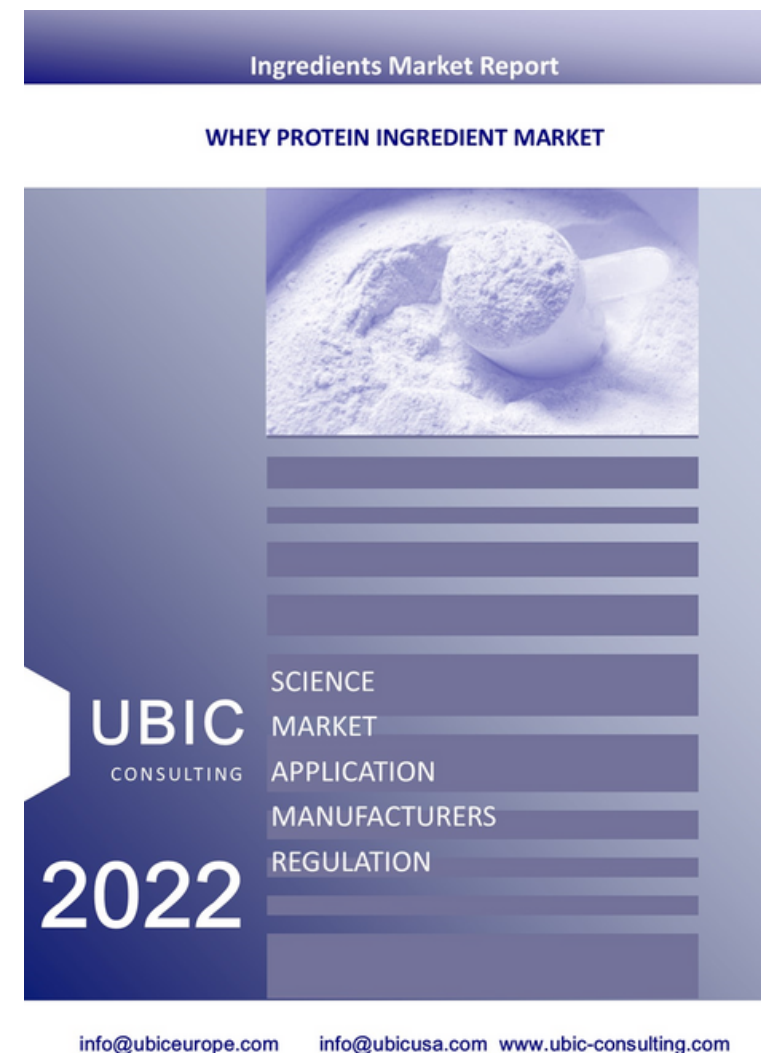
- North America
- South America
- Western Europe
- Eastern Europe
- Australia – New Zealand
- Asia





# WHEY PROTEIN INGREDIENT MARKET

## SCOPE



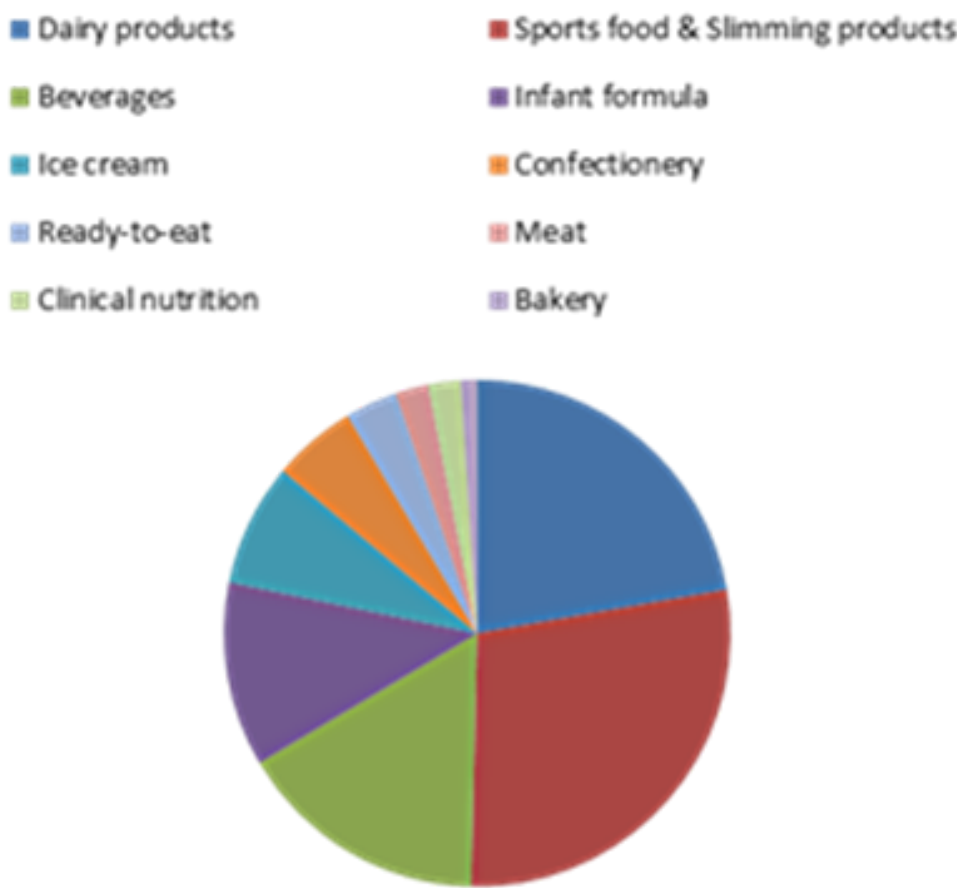
The report provides comprehensive insights on whey protein ingredients category. It investigates functional and industrial benefits of whey proteins and gives an in-depth analysis of major application areas. It also presents an outlook of the future of whey proteins in different segments and forecasts total market demand and size for 2021.

It offers insights and information on the following:

- **Market size and performance**
- **Market forecast**
- **Suppliers profiles and share**
- **Market size by applications**
- **Price trend analysis**
- **New researches and developments**
- **Industrial users**
- **Processing technologies**
- **New trends and perspectives**

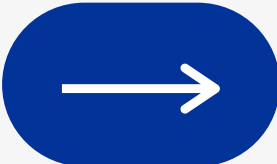
# WHEY PROTEIN INGREDIENT MARKET

Not very long ago whey was considered as a leftover of the cheese making process. Nowadays whey is referred to as liquid gold. In about 15 years the dairy ingredient business developed to a mature and competitive market in which Europe, North America and Oceania are battling for the favor of the consumers of their products. Whey, one of those dairy ingredients, is used for a lot of purposes. There is hardly any food, which does not contain whey or a derivative of whey. Whey proteins, especially some of their components, are also an excellent protein source for individuals of all ages.



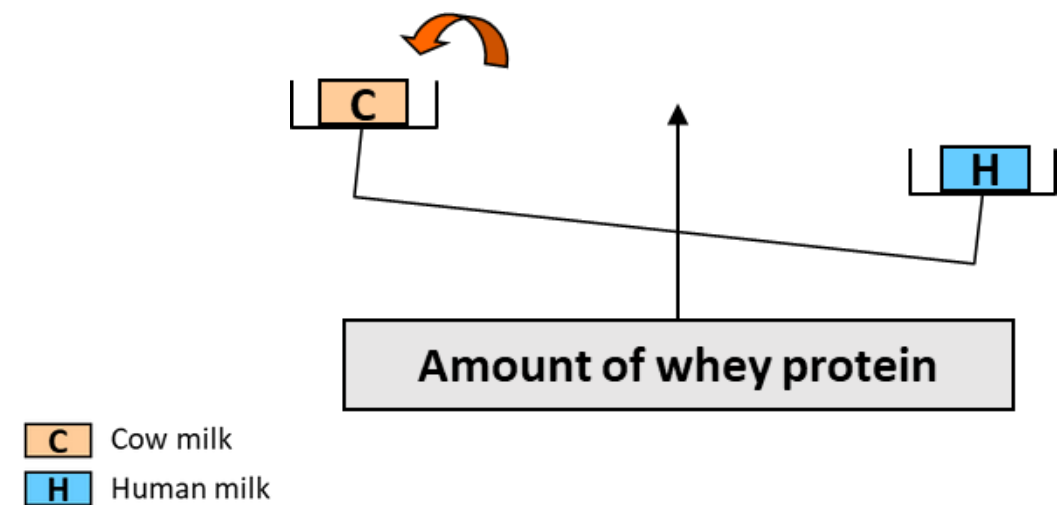
Share of WPC/WPI global Market by application 2020

Applications	Market size	Volume in tons by region	Targeted functionalities
Dairy products	+++		Improve texture and viscosity -Reduce syneresis-Improve flavours and mouthfeel Enhance prebiotics with lactose
Infant formula	+++		Whey protein hydrolysate to reduce allergy to $\beta$ -lactoglobulin Whey rich in $\alpha$ -lactalbumin – good source of tryptophane and BCAA Increase the level of whey protein to compensate the low level of cysteine and tryptophane-Increase the level of lactoferrin
Beverages	+++		WPC or MPC can stabilize cultured dairy beverages New protein developed to maintain their biological value during heat treatment Whey is fully soluble in acid medium such as juices and carbonates drinks
Sports food & Slimming products	+++		Good binding properties for bars and bland flavour - No real alternative to WPC in bodybuilding - WPI in slimming products and low-carb, low-fat products
Ice cream	++		Strong water binding capacity, Good emulsifying capabilities, Whipping and foaming characteristic, Low-cost replacers in low-fat products



## WPC IN INFANT FORMULA

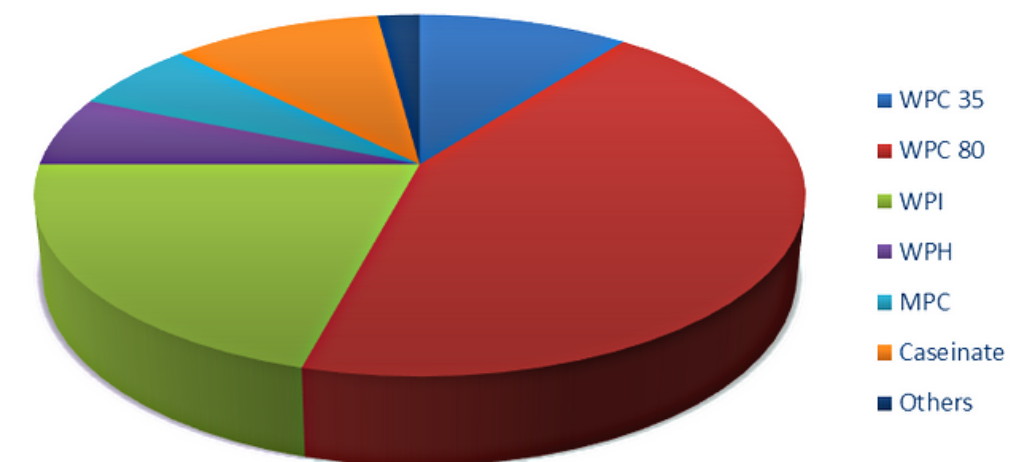
- WPCs are an industry standard for infant milk production
- They are used to mimic the distribution of mother's milk between casein and serum proteins.



**Increase the amount of whey protein as a proportion of the total protein content**

## WPC IN SPORTS NUTRITION

In Sports food, what is often researched, is a high level of protein. Cost is also a limit to high value added products. Most companies hesitate to invest in such products, since they think it is difficult to explain the benefit to consumers. WPC 80 or WPI are the most frequent ingredients.

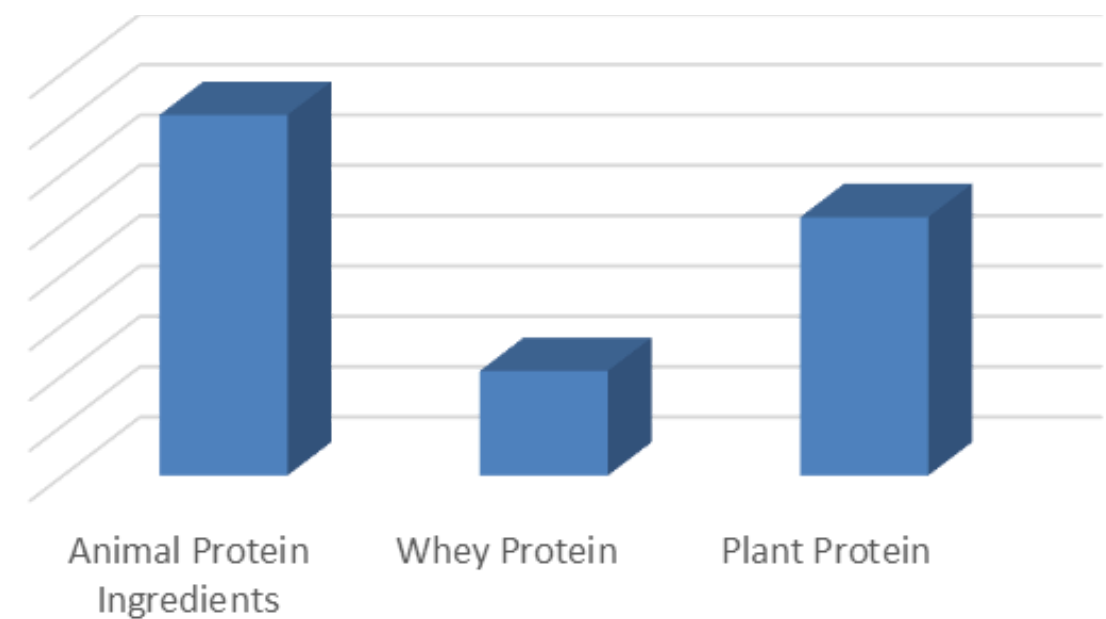


**Dairy ingredients used in sports nutrition in Europe**





# PLANT PROTEIN VS WHEY PROTEIN: THE GREAT DEBATE



Plant protein vs whey protein and animal protein Market 2020

Looking beyond the coming 10 years, the alternative protein market will diversify significantly as novel protein sources come to market. First- and second-generation plant proteins will maintain a majority market share, yet sources including third-generation plant proteins (utilization of novel plant sources naturally high in protein), insects, algae, and synthetic biology sources may make up over 50% of the alternative protein market by 2054).

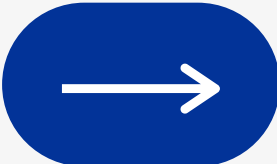
## WPC FROM GOAT MILK

WPC from goat milk is being recognized and used in many applications one of which is infant formula where WPC from goat is used in goat milk-based formulas.

Ingredients	Volume (tons) 2018	Volume (tons) 2019	Prices
WPI	-	-	
WPC 34%	-	-	
WPC 80-85%	-	-	
WMP (goat)	-	-	- €/ ton
DWP	-	-	
SMP (goat)	-	-	- € /ton
Lactose	-	-	

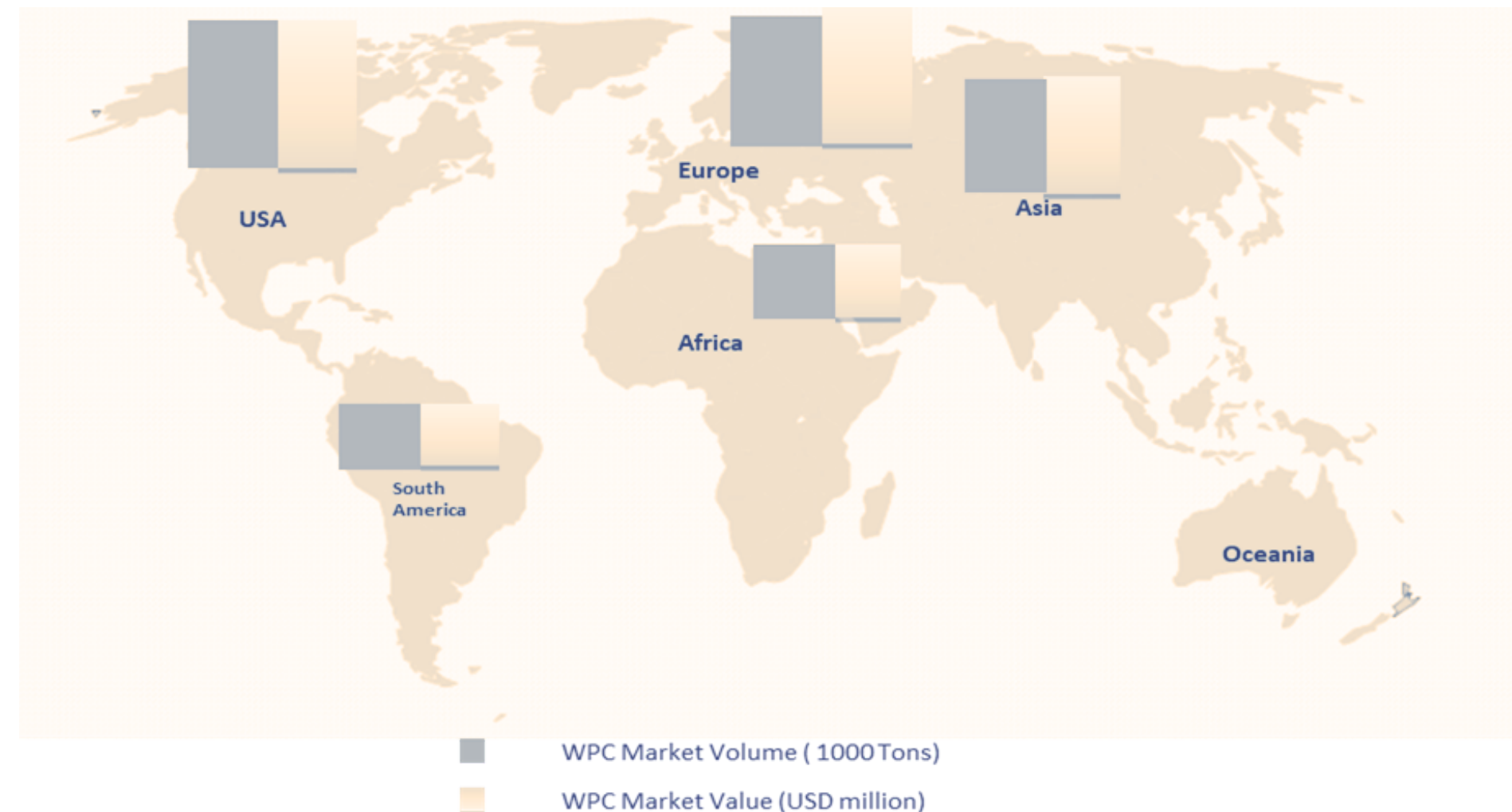
### Main producers of WPC from goat milk

- **Prolactal (AUSTRIA)**
- **Ontario Dairy Goat Cooperative (ODGC) (CANADA)**
- **Hellenic Protein (GREECE)**
- **Ausnutria (NETHERLANDS)**
- **AVH Dairy (subsidiary of Emmi) (NETHERLANDS)**
- **Goat Milk Powder BV (NETHERLANDS)**
- **Goat Partners International (ODGC- CDN) (USA)**



## GLOBAL MARKET SIZE 2020

- The trend of whey protein ingredients will continue to drive the market growth over the upcoming years. The increase in consumers' awareness in regards of protein ingredients usage whether for the growing percentage of elder age population or fitness concerned young generation is expected to drive the whey protein products demand in the future.
- In terms of geography, Europe was the largest market for whey protein in 2020 in terms of revenue due to the high number of fitness clubs and the increased number of geriatric population.
- Asia Pacific and Latin American are a promising markets thanks to the growing population along with the increase in their disposable income. Manufacturers are expected to focus on those emergent market in the search of new opportunities.

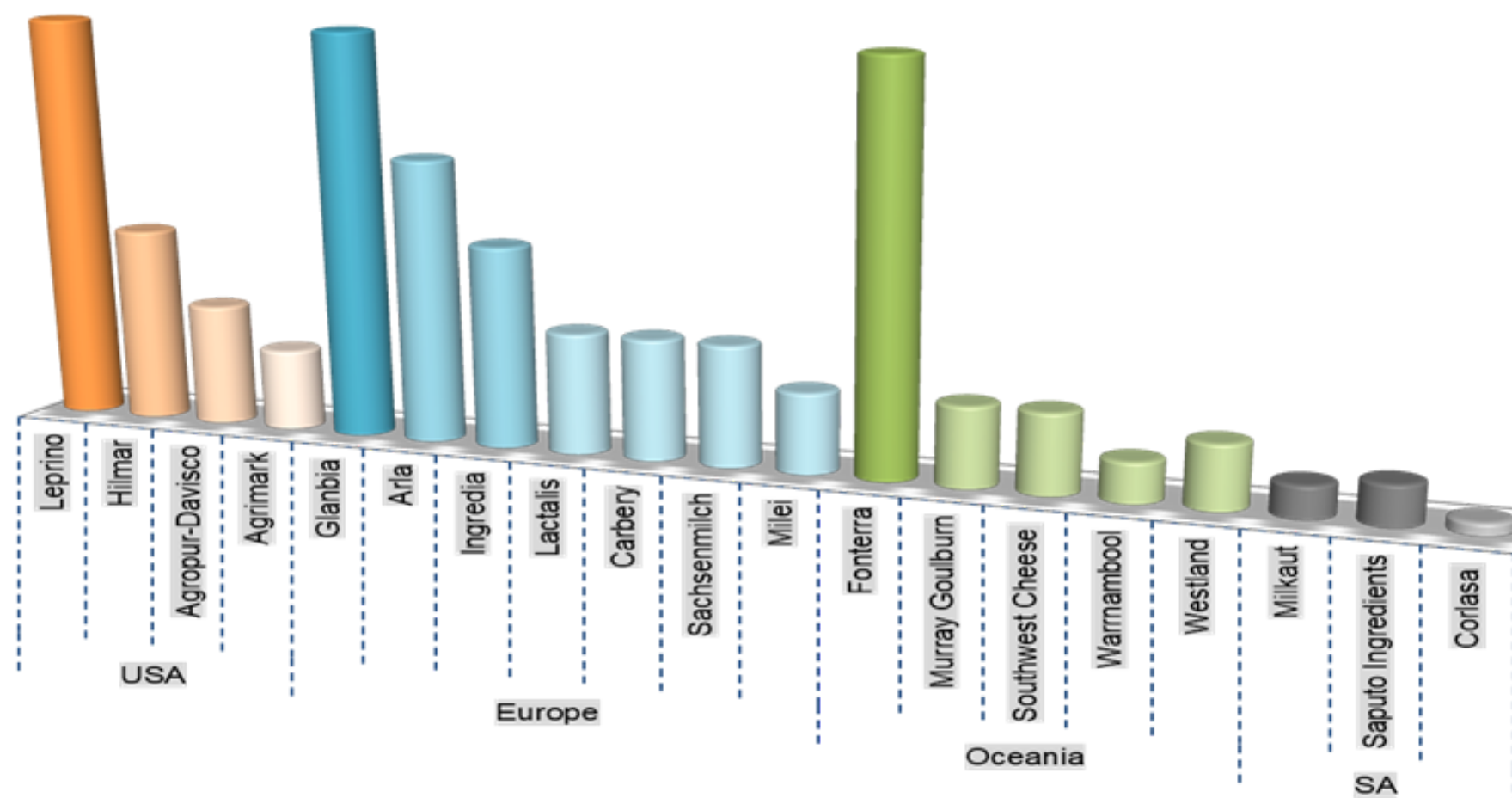


## MARKET PLAYERS AND FUTURE TRENDS

**Sports nutrition:** In terms of volume and value whey is the most important protein ingredients in sports nutrition. Approximately 75% of the sports nutrition market is comprised of beverages and bars. Continued growth and innovation will drive demand for high-protein whey ingredients e.g., WPI/WPH. Sports food manufacturers invest their R&D with special focus on whey ingredients.

**Functional beverages:** As global trend toward health and wellness is driving demand, it is important for beverage companies to diversify from mature markets. Whey's high protein, low-fat content, BCAA mix, and bland taste make it attractive to the beverage industry.

**Satiety products:** It is estimated that by 2015 over 3 billion people will be overweight. A growing number of consumers want appetite management not calorie restriction. Whey proteins are a key ingredient in satiety products with modern new technological development.



### MANUFACTURERS

The main proteins ingredients include Fonterra, Lactalis Ingredients, Friesland Campina, Arla Foods, Ingredia, etc...





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# WHEY PROTEIN INGREDIENT MARKET

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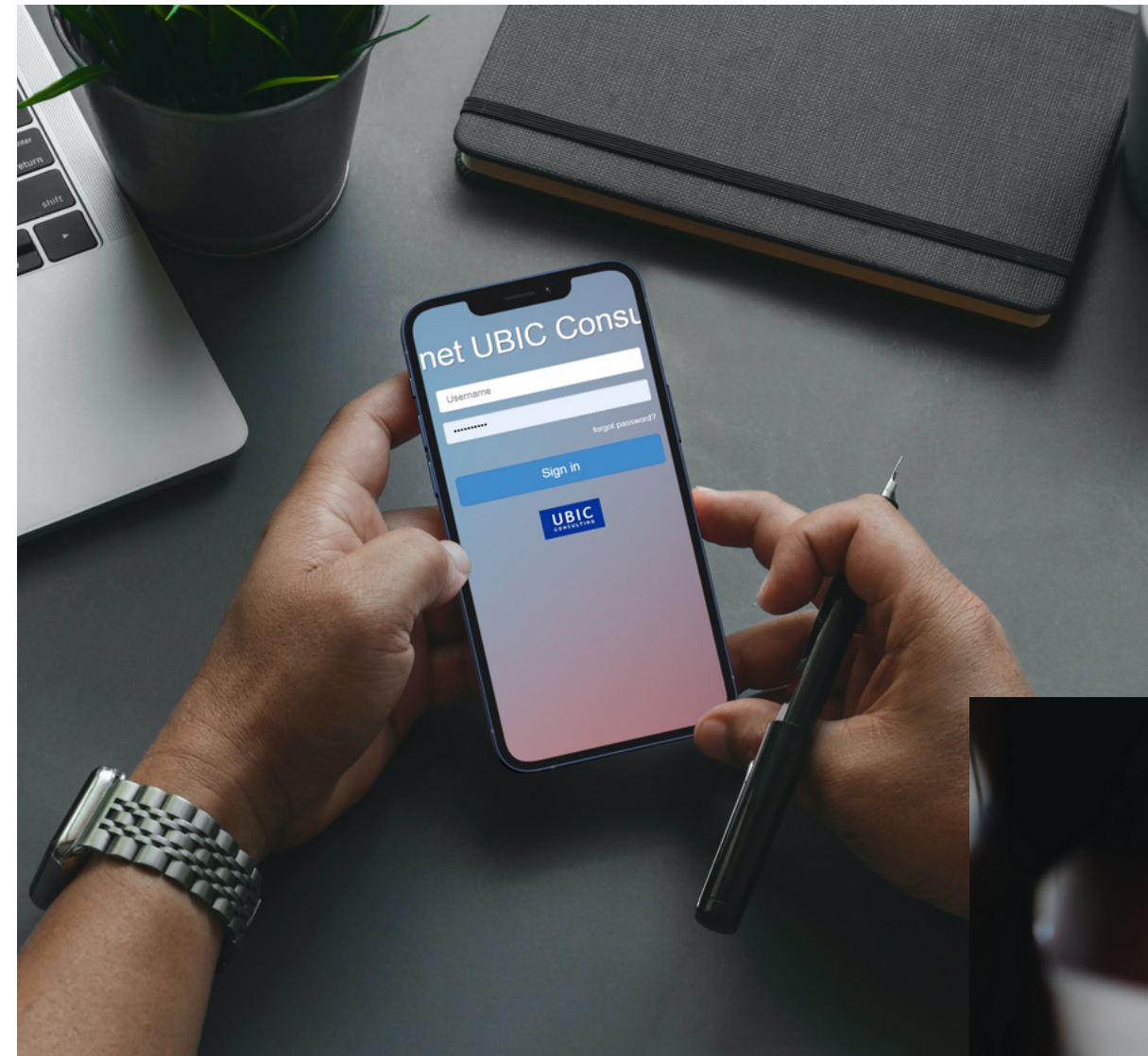
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