

Canada Whey Protein Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 90 pages | Mordor Intelligence

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Report description:

The Canada whey protein market is expected to register a CAGR of 4.7% during the forecast period (2023 - 2028).

The consumption of the protein-rich diet increased during the COVID-19 pandemic, as consumers started to consume more of those food and beverage, which had high nutritional claims, so as to keep their overall health in check. Therefore, this factor derived the revenue for whey protein ingredients in the Canadian market during the COVID-19 pandemic.

The rising awareness about healthy living among the population especially among obese and overweight residents is maintaining the steady demand for whey protein across various segments of the food industry.

Growing health consciousness has led to an increased demand for functional beverages and supplements. Consumers nowadays prefer healthy food and fortified food products, as a result of which, the whey protein market is witnessing a surge in the country.

Canada Whey Protein Market Trends

Growing Demand for Nutritional Baby food

The escalating demand for baby food products in particular infant formulas is paying way for whey product demand in Canada. Whey protein empties quicker from the stomach, as it stays in liquid form throughout the digestive process in a baby. There is also partially hydrolyzed 100% whey protein formula, which helps in preventing most common allergic diseases, like atopic dermatitis in infancy throughout the first year of life and up to three years of age. Among the baby care product sales volume in Canada, Infant formula ranked in second with sales volumes. Adding on Between July 1, 2020 and June 30, 2021, there was an

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estimated 359,533 babies born in Canada. This is an increase from 327,107 births over the corresponding period in 2000-2001, as per statcan. The above stated pointers are few factors pulling the demand for whey protein in infant formula application.

Growing Demand for Performance Nutrition and Beverages

The growing demand from the sports industry led to a significant growth of the whey protein market. At the same time, food-processing industries are using whey protein for the manufacturing of health drinks. Exercise is becoming an essential part of the day-to-day life among people, this is likely to lead to an increment in the whey protein market. Whey protein can help those who aim to reduce the appetite and add muscle mass in the body, by helping repair the muscle cells after exercise and stimulate the muscle to grow, optimally. Whey protein, with its high-protein quality-score and a high percentage of BCAAs (branched-chain amino acids), has long been popular in the exercise and fitness industry, as a muscle-building supplement.

Canada Whey Protein Market Competitor Analysis

The product portfolios of major players, research and development, strategic initiatives, and commitment toward meeting consumer demands, play a major role in the growth of the market. Some of the major market players in the Canadian whey protein market include Agropur MSI LLC, Davisco foods international Inc., American Dairy Producers Institute, Arla Foods, and FrieslandCampina Ingredients, among others.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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