

## **United Kingdom 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 United Kingdom Whey Protein Market is projected to register a CAGR of 4.12% during the forecast period (2023 - 2028).

The COVID-19 pandemic has adversely impacted the overall sports nutrition industry and the whey protein market. One of the key factors was the closure of gyms which have seen widespread closures with the coronavirus outbreak. The consumption of the protein-rich diet increased during the COVID-19 pandemic, as consumers started to consume more of that food and beverage, which had high nutritional claims, to keep their overall health in check. Health-conscious consumers and an increasing number of health & fitness clubs/centers facilitate the growth of the whey protein market.

The major driving factors of the rising consumption of whey proteins in the United Kingdom are increased applications in health, sports, and functional foods. The increased purchasing power of the consumers is also a significant factor driving the market's growth. Research and development in the health sector for whey protein consumption has contributed significantly to the growth of the whey protein market in the United Kingdom. For instance, it has been found that whey is effective in instantly increasing insulin to control diabetes. Thus, the demand for whey protein in the health sector is growing steadily.

The United Kingdom constitutes the largest share of the Europe Whey Protein market. The highly matured food and beverage industry witnessed a demand for high-quality protein ingredients from the health-conscious populations. Further, the popularity of sports nutrition products has witnessed significant growth in the country, boosting the whey protein market. It is one of the prime ingredients of weight management and immune system boosting products. UK population gives higher importance to fitness and clinical nutrition, driving the market for supplemented diet.

UK Whey Protein Market Trends

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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## Consumers Inclination Toward Healthy Lifestyle

The rise in health consciousness among consumers due to the prevalence of harmful diseases and the increasing incidence of cardiovascular diseases, diabetes, and osteoarthritis is a major concern in the United Kingdom. The most important behavioral risk factors for heart disease and stroke are unhealthy diet and physical inactivity because people either go to gyms or health clubs or exercise at home. A growing preference for a healthy and fit lifestyle is the primary factor driving the whey protein market. This trend, in turn, also led to a surge in the number of health and fitness clubs across the globe, further propelling the market's growth prospects. Also, the expanding industry in the country experienced a demand for high-quality protein ingredients from consumers, driving the market for whey protein in the country.

## Growing Dietary Supplement Market in United Kingdom

The dietary supplements market is growing in the country due to the consumer knowledge of healthier ingredients and increased demand for protein supplements from active consumers. The United Kingdom market for dietary supplements has received a substantial boost from the evolving European Union regulations around health claims that provided considerable innovative space to supplement manufacturers. The major application of whey protein in the United Kingdom is in the dietary supplements industry. Whey in the dietary supplement industry is used in various forms such as powder, smoothies, and sports food products. The European Union nutrition and health claim regulations (NHCR) have prompted supplement manufacturers to incorporate micronutrients in their offerings for substantiating health claims to cope with diabetes. Whey is effective in an instant increase in insulin.

## UK Whey Protein Market Competitor Analysis

The United Kingdom whey protein market is highly competitive by global and local players such as Arla Foods, Carbery Group, DMK Group, Glanbia Plc, and Lactalis Ingredients, among others. Consumers in the United Kingdom give higher importance to sports nutrition, fitness, and clinical nutrition. Owing to the rising penetration of whey protein into the sports nutrition industry, the major companies are focusing on new and innovative product launches. The key players in the United Kingdom whey protein market indulge in research & development to bring in new products and strategic initiatives. They are committed to meeting consumer demands which play a major role in maintaining market stability.

## Additional Benefits:

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

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