

Potato Protein Market by Type (Isolates and Concentrates), Nature (Organic and Conventional), Application (Food & Beverages and Feed), and Region (North America, Europe, Asia Pacific and Rest of the World) - Global Forecast to 2028

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Report description:

The global the potato protein market is projected to reach USD 144 million by 2028 from USD 105 million by 2022, at a CAGR of 5.4% during the forecast period in terms of value. Protein has acknowledged superiority due to awareness and demand for healthy food. Potato protein is extracted from potato juice and industrial potato waste, and the nutritional and functional values of potato protein have been found to be more significant than other vegetables and cereal proteins. Hence, manufacturers are adopting potato protein to create protein-rich commodities in the food & beverage industry.

"By type, Potato protein Isolate is widely used in food industry."

Potato protein isolates largely finds application in the food industry when compared to the feed industry. Processed potato protein isolates are therefore used commercially for adding to food products to boost their protein level. Potato protein isolates using mild separation techniques do not lead to a significant change in the nutritional value, metabolism or contaminants. Potato protein isolates have high digestibility and blending abilities; hence, a new class of designed foods is developed using it. It has increased protein concentration & advantages in color, flavor and functional qualities, thus giving other varieties of potato protein a competitive edge.

"By application, Bakery & Confectionery is projected in high demand during the forecast period."

Potato protein is used for the protein enrichment of bread products that are usually quite low in protein in bakery application. Further, bakery products with potato protein can be used as a replacement for wheat protein products as it is gluten-free; this provides this market with an opportunity as there is a growing demand for gluten-free bakery goods such as bread and cakes. In confectionery and baking, potato protein is frequently used as an ingredient to enhance the consistency, flavor, and structure of baked goods. Protein from potatoes is high in amino acids but low in fat and carbs. Potato protein improves the texture of baked goods and has a high water-binding capacity which helps keep baked goods moist and prevent them from drying out. Potato

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protein is also a good choice for those with gluten intolerances or allergies due to its lack of gluten. The production of gluten-free baked goods is possible by substituting potato protein for wheat flour. Continuous innovation and new products are formed in the market to meet the demand for this application. KMC ingredients (Denmark) offers Protafy 130 potato protein products which are ideal for protein fortification of products based on dough systems, such as bakery, pasta or extruded snacks and pellets.

"By Region, Germany in Europe is driving the market in potato protein market due to increase in customer awareness and growing demand for plant-based products."

The demand for plant-based proteins is increasing globally, and Germany is no exception. It is driven by several factors, including health concerns, environmental awareness, and animal welfare issues. Potato protein being a high-quality protein source that is low in fat and is cholesterol-free, makes it popular ingredient in health and wellness. Moreover, potato protein has a smaller environmental footprint compared to animal-based protein sources such as meat and dairy. Additionally, potato protein is a high-quality protein source that contains all essential amino acids, making it an attractive option for health-conscious consumers. In addition, potato protein is gluten-free, non-GMO, and allergen-free, which adds to its appeal. The German government has been supporting the growth of the potato protein industry through various regulations and initiatives. In 2019, the German Ministry of Food and Agriculture included the promotion of plant-based protein sources in its "National Action Plan for Sustainable Consumption." This kind of support is expected to help drive demand for potato protein in the country.

Break-up of Primaries:

By Value Chain Side: Demand Side-41%, Supply Side-59%

By Designation: CXOs-31%, Managers - 24%, and Executives- 45%

By Region: Europe - 40%, Asia Pacific - 20%, North America - 30%, RoW - 10%

Leading players profiled in this report:

- []Avebe (Netherlands)
- []Tereos (France)
- []Kerry Group PLC (Ireland)
- []Sudzucker AG (US)
- []Roquette Freres (France)
- []Emsland Group (Germany)
- []KMC Ingredients (Denmark)
- []Pepees Group (Poland)
- []AKV Langholt (Denmark)
- []PPZ Niechlow (Poland)
- []The Scoular Company (US)
- []Finnamyl (Finland)
- []Kemin Industries (USA)
- []Bioriginal (Canada)
- []Duynie (Netherlands)

Research Coverage:

The report segments the potato protein market on the basis on type, nature, application and region. In terms of insights, this report has focused on various levels of analyses-the competitive landscape, end-use analysis, and company profiles, which together comprise and discuss views on the emerging & high-growth segments of the global potato protein market, high-growth regions, countries, government initiatives, drivers, restraints, opportunities, and challenges.

Reasons to buy this report:

- []To get a comprehensive overview of the potato protein market.
- []To gain wide-ranging information about the top players in this industry, their product portfolios, and key strategies adopted by them.
- []To gain insights about the major countries/regions in which the potato protein market is flourishing.

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Table of Contents:

1	INTRODUCTION	26
1.1	STUDY OBJECTIVES	26
1.2	MARKET DEFINITION	27
1.3	STUDY SCOPE	27
FIGURE 1	MARKET SEGMENTATION	27
1.4	INCLUSIONS AND EXCLUSIONS	28
FIGURE 2	POTATO PROTEIN: GEOGRAPHIC SEGMENTATION	29
1.5	YEARS CONSIDERED	29
1.6	UNITS CONSIDERED	30
1.6.1	CURRENCY/VALUE UNIT	30
TABLE 1	USD EXCHANGE RATES CONSIDERED, 2017-2022	30
1.6.2	VOLUME UNIT	30
1.7	STAKEHOLDERS	31
1.8	SUMMARY OF CHANGES	31
1.8.1	RECESSION IMPACT ANALYSIS	31
2	RESEARCH METHODOLOGY	32
2.1	RESEARCH DATA	32
FIGURE 3	POTATO PROTEIN MARKET: RESEARCH DESIGN	32
2.1.1	SECONDARY DATA	33
2.1.1.1	Key data from secondary sources	33
2.1.2	PRIMARY DATA	33
2.1.2.1	Key data from primary sources	34
2.1.2.2	Key industry insights	34
2.1.2.3	Breakdown of primary interviews	35
FIGURE 4	BREAKDOWN OF PRIMARY INTERVIEWS: BY COMPANY TYPE, DESIGNATION, AND REGION	35
2.2	MARKET SIZE ESTIMATION	36
2.2.1	MARKET SIZE ESTIMATION: BOTTOM-UP APPROACH	37
FIGURE 5	POTATO PROTEIN MARKET SIZE ESTIMATION: BOTTOM-UP APPROACH	37
2.2.2	MARKET SIZE ESTIMATION: TOP-DOWN APPROACH	37
FIGURE 6	POTATO PROTEIN MARKET SIZE ESTIMATION: TOP-DOWN APPROACH	38
FIGURE 7	POTATO PROTEIN MARKET SIZE ESTIMATION (DEMAND SIDE)	39
FIGURE 8	POTATO PROTEIN MARKET SIZE ESTIMATION (SUPPLY SIDE)	39
2.3	DATA TRIANGULATION	40
FIGURE 9	DATA TRIANGULATION	40
2.4	GROWTH RATE FORECAST ASSUMPTIONS	41
2.5	ASSUMPTIONS OF STUDY	41
FIGURE 10	ASSUMPTIONS OF STUDY	41
2.6	LIMITATIONS & ASSOCIATED RISKS	42
TABLE 2	LIMITATIONS & ASSOCIATED RISKS	42
2.7	RECESSION IMPACT ANALYSIS	42
2.7.1	RECESSION IMPACT ON POTATO PROTEIN MARKET	43
2.7.1.1	Macroeconomic indicators of recession	43
FIGURE 11	INDICATORS OF RECESSION	43
FIGURE 12	GLOBAL INFLATION RATE, 2011-2021	44
FIGURE 13	GLOBAL GDP, 2011-2021 (USD TRILLION)	44
FIGURE 14	RECESSION INDICATORS AND THEIR IMPACT ON POTATO PROTEIN MARKET	46

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FIGURE 15	POTATO PROTEIN MARKET: PREVIOUS FORECAST VS. RECESSION FORECAST (USD MILLION)	46
3	EXECUTIVE SUMMARY	47
TABLE 3	POTATO PROTEIN MARKET SNAPSHOT (VALUE)	47
FIGURE 16	POTATO PROTEIN MARKET, BY APPLICATION, 2023 VS. 2028 (USD THOUSAND)	48
FIGURE 17	POTATO PROTEIN MARKET, BY TYPE, 2023 VS. 2028 (USD THOUSAND)	48
FIGURE 18	POTATO PROTEIN MARKET, BY REGION, 2022	49
4	PREMIUM INSIGHTS	50
4.1	ATTRACTIVE OPPORTUNITIES FOR POTATO PROTEIN MARKET PLAYERS	50
FIGURE 19	DEMAND FOR FAST FOOD AND PLANT-BASED FOOD FOR POTATO PROTEIN MARKET	50
4.2	POTATO PROTEIN MARKET: MAJOR REGIONAL SUBMARKETS	50
FIGURE 20	US WAS LARGEST MARKET GLOBALLY IN 2022	50
4.3	ASIA PACIFIC: POTATO PROTEIN MARKET, BY APPLICATION & COUNTRY	51
FIGURE 21	GERMANY AND FEED WERE LARGEST POTATO PROTEIN MARKET SEGMENTS IN EUROPE IN 2022	51
4.4	POTATO PROTEIN MARKET, BY TYPE	51
FIGURE 22	POTATO PROTEIN CONCENTRATES PROJECTED TO DOMINATE MARKET DURING FORECAST PERIOD	51
4.5	POTATO PROTEIN MARKET, BY NATURE	52
FIGURE 23	CONVENTIONAL POTATO PROTEIN TO DOMINATE MARKET DURING FORECAST PERIOD	52
4.6	POTATO PROTEIN MARKET, BY APPLICATION	52
FIGURE 24	FEED APPLICATION TO DOMINATE MARKET DURING FORECAST PERIOD	52
4.7	POTATO PROTEIN MARKET, BY TYPE & REGION	53
FIGURE 25	EUROPE TO DOMINATE MARKET DURING FORECAST PERIOD	53
5	MARKET OVERVIEW	54
5.1	INTRODUCTION	54
5.2	MACROECONOMIC INDICATORS	54
5.2.1	RISE IN CONSUMPTION OF PLANT-BASED DIETS	54
FIGURE 26	US: PLANT-BASED FOOD MARKET SALES, 2017 VS. 2019 (USD BILLION)	55
5.2.2	INCREASE IN DEMAND FOR GLUTEN-FREE FOOD PRODUCTS	55
FIGURE 27	US: SALES OF GLUTEN-FREE PRODUCTS, 2020 VS. 2026 (USD BILLION)	56
5.3	MARKET DYNAMICS	56
FIGURE 28	POTATO PROTEIN MARKET: DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES	57
5.3.1	DRIVERS	57
5.3.1.1	Increase in vegan population	57
TABLE 4	NUMBER OF VEGAN RESTAURANTS IN TOP FIVE VEGAN COUNTRIES	58
5.3.1.2	Consumer concerns regarding food allergens in products	58
5.3.1.3	Nutritional benefits of potato protein	59
FIGURE 29	PROTEIN FRACTIONS OF POTATO PROTEIN	59
5.3.1.4	Increased demand for fast-food chains	60
5.3.2	RESTRAINTS	60
5.3.2.1	High production cost of potato protein	60
TABLE 5	CHINA: COST AND PROFIT ANALYSIS OF POTATO STARCH PRODUCTION LINE, 2019	61
5.3.2.2	Potential fear of replacement of potato protein in food and feed industries	61
TABLE 6	APPLICATION OF POTATO PROTEIN VS. OTHER PROTEIN SOURCES	62
5.3.3	OPPORTUNITIES	62
5.3.3.1	Growth in investments in new production facilities	62
5.3.3.2	Adoption of new technologies in potato protein industry	63
5.3.4	CHALLENGES	64
5.3.4.1	Low global production and distribution of potato protein	64

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6	INDUSTRY TRENDS	65
6.1	INTRODUCTION	65
6.2	VALUE CHAIN ANALYSIS	65
6.2.1	RESEARCH & DEVELOPMENT	65
6.2.2	SOURCING OF RAW MATERIALS	65
6.2.3	PRODUCTION & PROCESSING	66
6.2.4	DISTRIBUTION, MARKETING, AND SALES	66
FIGURE 30	POTATO PROTEIN MARKET: VALUE CHAIN ANALYSIS	66
6.3	SUPPLY CHAIN ANALYSIS	67
FIGURE 31	POTATO PROTEIN MARKET: SUPPLY CHAIN ANALYSIS	67
6.4	MARKET MAP AND ECOSYSTEM OF POTATO PROTEIN MARKET	68
6.4.1	POTATO PROTEIN: DEMAND SIDE	68
6.4.2	POTATO PROTEIN: SUPPLY SIDE	68
FIGURE 32	POTATO PROTEIN MARKET: MARKET MAP	68
6.4.3	ECOSYSTEM MAP	69
TABLE 7	POTATO PROTEIN MARKET: ECOSYSTEM	69
?		
6.5	TRENDS/DISRUPTIONS IMPACTING CUSTOMER BUSINESS	70
6.5.1	REVENUE SHIFT AND NEW REVENUE POCKETS IN POTATO PROTEIN MARKET	70
FIGURE 33	TRENDS/DISRUPTIONS IMPACTING CUSTOMER BUSINESS	70
6.6	TECHNOLOGY ANALYSIS	71
6.6.1	SPRAY DRYING	71
6.6.1.1	Atomization	71
6.6.1.2	Dehydration	71
6.6.1.3	Powder collection	71
6.6.2	SEPARATION AND COAGULATION	71
6.7	PRICING ANALYSIS	72
6.7.1	AVERAGE SELLING PRICE, BY TYPE	72
6.7.2	SELLING PRICE CHARGED BY KEY PLAYERS IN TERMS OF TYPES	72
FIGURE 34	SELLING PRICE OF KEY PLAYERS FOR POTATO PROTEIN TYPE, 2022 (USD/KG)	72
TABLE 8	AVERAGE SELLING PRICE FOR TYPE, 2022 (USD/KG)	72
6.7.3	AVERAGE SELLING PRICE, BY TYPE	73
FIGURE 35	AVERAGE SELLING PRICE, BY TYPE, 2018-2022 (USD/TON)	73
TABLE 9	POTATO PROTEIN ISOLATES: AVERAGE SELLING PRICE, BY REGION, 2018-2022 (USD/TON)	73
TABLE 10	POTATO PROTEIN CONCENTRATES: AVERAGE SELLING PRICE, BY REGION, 2018-2022 (USD/TON)	74
6.8	POTATO PROTEIN MARKET: PATENT ANALYSIS	74
FIGURE 36	NUMBER OF PATENTS GRANTED BETWEEN 2013 AND 2022	75
FIGURE 37	REGIONAL ANALYSIS OF PATENTS GRANTED FOR POTATO PROTEIN, 2013-2022	75
TABLE 11	LIST OF KEY PATENTS PERTAINING TO POTATO PROTEIN, 2013-2022	76
6.9	TRADE ANALYSIS	76
6.9.1	IMPORT SCENARIO	77
FIGURE 38	IMPORT VALUE OF POTATO STARCH FOR KEY COUNTRIES, 2017-2021 (USD THOUSAND)	77
TABLE 12	TOP 10 IMPORTERS OF POTATO STARCH, 2021 (USD THOUSAND)	77
6.9.2	EXPORT SCENARIO	78
FIGURE 39	EXPORT VALUE OF POTATO STARCH FOR KEY COUNTRIES, 2017-2021 (USD THOUSAND)	78
TABLE 13	TOP 10 EXPORTERS OF POTATO STARCH, 2021 (USD THOUSAND)	78
6.10	PORTER'S FIVE FORCES ANALYSIS	79

TABLE 14	POTATO PROTEIN MARKET: PORTER'S FIVE FORCES ANALYSIS	79
6.10.1	THREAT OF NEW ENTRANTS	79
6.10.2	THREAT OF SUBSTITUTES	80
6.10.3	BARGAINING POWER OF SUPPLIERS	80
6.10.4	BARGAINING POWER OF BUYERS	81
6.10.5	INTENSITY OF COMPETITIVE RIVALRY	81
6.11	KEY STAKEHOLDERS AND BUYING CRITERIA	82
6.11.1	KEY STAKEHOLDERS IN BUYING PROCESS	82
FIGURE 40	INFLUENCE OF STAKEHOLDERS ON BUYING FOR TOP APPLICATIONS	82
TABLE 15	INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TOP APPLICATIONS	82
6.11.2	BUYING CRITERIA	83
FIGURE 41	KEY BUYING CRITERIA FOR TOP APPLICATIONS	83
TABLE 16	KEY BUYING CRITERIA FOR POTATO PROTEIN APPLICATIONS	83
6.12	REGULATORY FRAMEWORK	84
6.12.1	REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS	84
TABLE 17	NORTH AMERICA: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS	84
TABLE 18	EUROPE: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS	85
TABLE 19	ASIA PACIFIC: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS	86
TABLE 20	SOUTH AMERICA: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS	86
TABLE 21	AFRICA: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS	87
TABLE 22	MIDDLE EAST: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS	87
6.12.1.1	North America	88
6.12.1.2	Europe	88
6.12.1.3	Asia Pacific	89
6.12.1.4	Rest of the World	90
6.13	CASE STUDIES	91
6.13.1	KMC INGREDIENTS: DEVELOPMENT OF POTATO PROTEIN FOR INCORPORATION IN NUTRITIOUS SNACKS AND BEVERAGES	91
TABLE 23	AVEBE: SOLANIC100 POTATO PROTEIN	91
6.13.2	KERRY GROUP PLC: DEVELOPMENT OF POTATO PROTEIN FOR CHEESE-FLAVORED SNACKS	91
TABLE 24	KERRY GROUP PLC: CHEESE-FLAVORED SNACKS	91
6.14	KEY CONFERENCES & EVENTS	92
TABLE 25	POTATO PROTEIN MARKET: LIST OF CONFERENCES & EVENTS, 2023-2024	92
7	POTATO PROTEIN MARKET, BY TYPE	93
7.1	INTRODUCTION	94
TABLE 26	POTATO PROTEIN MARKET, BY TYPE, 2017-2022 (USD THOUSAND)	94
TABLE 27	POTATO PROTEIN MARKET, BY TYPE, 2023-2028 (USD THOUSAND)	94
TABLE 28	POTATO PROTEIN MARKET, BY TYPE, 2017-2022 (TON)	95
TABLE 29	POTATO PROTEIN MARKET, BY TYPE, 2023-2028 (TON)	95
7.2	ISOLATES	95
7.2.1	MULTIFUNCTIONAL USE IN FOOD & BEVERAGE INDUSTRY	95
TABLE 30	POTATO PROTEIN ISOLATES MARKET, BY REGION, 2017-2022 (USD THOUSAND)	96
TABLE 31	POTATO PROTEIN ISOLATES MARKET, BY REGION, 2023-2028 (USD THOUSAND)	96
TABLE 32	POTATO PROTEIN ISOLATES MARKET, BY REGION, 2017-2022 (TON)	96
TABLE 33	POTATO PROTEIN ISOLATES MARKET, BY REGION, 2023-2028 (TON)	97
7.3	CONCENTRATES	97
7.3.1	HIGH PROTEIN CONTENT PREFERRED IN FEED APPLICATIONS AND VEGAN OPTIONS	97
TABLE 34	POTATO PROTEIN CONCENTRATES MARKET, BY REGION, 2017-2022 (USD THOUSAND)	97

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TABLE 35	POTATO PROTEIN CONCENTRATES MARKET, BY REGION, 2023-2028 (USD THOUSAND)	98
TABLE 36	POTATO PROTEIN CONCENTRATES MARKET, BY REGION, 2017-2022 (TON)	98
TABLE 37	POTATO PROTEIN CONCENTRATES MARKET, BY REGION, 2023-2028 (TON)	98
8	POTATO PROTEIN MARKET, BY NATURE	99
8.1	INTRODUCTION	100
TABLE 38	POTATO PROTEIN MARKET, BY NATURE, 2017-2022 (USD THOUSAND)	100
TABLE 39	POTATO PROTEIN MARKET, BY NATURE, 2023-2028 (USD THOUSAND)	100
8.2	ORGANIC	100
8.2.1	GROWTH IN CUSTOMER AWARENESS REGARDING SAFETY ASSURANCE	100
TABLE 40	ORGANIC POTATO PROTEIN MARKET, BY REGION, 2017-2022 (USD THOUSAND)	101
TABLE 41	ORGANIC POTATO PROTEIN MARKET, BY REGION, 2023-2028 (USD THOUSAND)	101
8.3	CONVENTIONAL	102
8.3.1	COST EFFICIENCY OF CONVENTIONAL PROTEINS	102
TABLE 42	CONVENTIONAL POTATO PROTEIN MARKET, BY REGION, 2017-2022 (USD THOUSAND)	102
TABLE 43	CONVENTIONAL POTATO PROTEIN MARKET, BY REGION, 2023-2028 (USD THOUSAND)	102
9	POTATO PROTEIN MARKET, BY APPLICATION	103
9.1	INTRODUCTION	104
TABLE 44	POTATO PROTEIN MARKET, BY APPLICATION, 2017-2022 (USD THOUSAND)	104
TABLE 45	POTATO PROTEIN MARKET, BY APPLICATION, 2023-2028 (USD THOUSAND)	104
9.2	FOOD & BEVERAGES	105
9.2.1	GROWTH IN DEMAND FOR ALLERGEN-FREE FOOD & BEVERAGE PRODUCTS	105
TABLE 46	FOOD & BEVERAGES APPLICATION MARKET, BY SUBAPPLICATION, 2017-2022 (USD THOUSAND)	105
TABLE 47	FOOD & BEVERAGES APPLICATION MARKET, BY SUBAPPLICATION, 2023-2028 (USD THOUSAND)	106
TABLE 48	FOOD & BEVERAGES APPLICATION MARKET, BY REGION, 2017-2022 (USD THOUSAND)	106
TABLE 49	FOOD & BEVERAGES APPLICATION MARKET, BY REGION, 2023-2028 (USD THOUSAND)	106
9.2.2	BAKERY & CONFECTIONERY	107
9.2.2.1	Increase in demand for gluten-free bakery items	107
TABLE 50	BAKERY & CONFECTIONERY APPLICATION MARKET, BY SUBAPPLICATION, 2017-2022 (USD THOUSAND)	107
TABLE 51	BAKERY & CONFECTIONERY APPLICATION MARKET, BY SUBAPPLICATION, 2023-2028 (USD THOUSAND)	108
TABLE 52	BAKERY & CONFECTIONERY APPLICATION MARKET, BY REGION, 2017-2022 (USD THOUSAND)	108
TABLE 53	BAKERY & CONFECTIONERY APPLICATION MARKET, BY REGION, 2023-2028 (USD THOUSAND)	108
9.2.2.2	Breads	109
9.2.2.2.1	Appropriate texture provided by potato flour in breads	109
TABLE 54	BREAD APPLICATIONS MARKET, BY REGION, 2017-2022 (USD THOUSAND)	109
TABLE 55	BREAD APPLICATIONS MARKET, BY REGION, 2023-2028 (USD THOUSAND)	110
9.2.2.3	Pastries	110
9.2.2.3.1	Increase in demand for potato protein as substitute for egg whites	110
TABLE 56	PASTRY APPLICATIONS MARKET, BY REGION, 2017-2022 (USD THOUSAND)	110
TABLE 57	PASTRY APPLICATIONS MARKET, BY REGION, 2023-2028 (USD THOUSAND)	111
9.2.2.4	Cookies & Crackers	111
9.2.2.4.1	Crisp texture preferred in cookies and crackers	111
TABLE 58	COOKIE & CRACKER APPLICATIONS MARKET, BY REGION, 2017-2022 (USD THOUSAND)	112
TABLE 59	COOKIE & CRACKER APPLICATIONS MARKET, BY REGION, 2023-2028 (USD THOUSAND)	112
9.2.2.5	Other Bakery & Confectionery Applications	112
TABLE 60	OTHER BAKERY & CONFECTIONERY APPLICATIONS MARKET, BY REGION, 2017-2022 (USD THOUSAND)	112
TABLE 61	OTHER BAKERY & CONFECTIONERY APPLICATIONS MARKET, BY REGION, 2023-2028 (USD THOUSAND)	113
9.2.3	BEVERAGES	113

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9.2.3.1	Increase in working population in need of ready-to-drink beverages	113
TABLE 62	BEVERAGE APPLICATIONS MARKET, BY REGION, 2017-2022 (USD THOUSAND)	113
TABLE 63	BEVERAGE APPLICATIONS MARKET, BY REGION, 2023-2028 (USD THOUSAND)	114
9.2.4	PROCESSED FOOD	114
9.2.4.1	Demand for healthy and gluten-free snack items among young individuals	114
TABLE 64	PROCESSED FOOD APPLICATIONS MARKET, BY REGION, 2017-2022 (USD THOUSAND)	114
TABLE 65	PROCESSED FOOD APPLICATIONS MARKET, BY REGION, 2023-2028 (USD THOUSAND)	115
9.2.5	DAIRY ALTERNATIVES	115
9.2.5.1	Consumer awareness toward health benefits associated with dairy alternatives	115
TABLE 66	DAIRY ALTERNATIVE APPLICATIONS MARKET, BY REGION, 2017-2022 (USD THOUSAND)	115
TABLE 67	DAIRY ALTERNATIVE APPLICATIONS MARKET, BY REGION, 2023-2028 (USD THOUSAND)	116
9.2.6	MEAT PRODUCTS	116
9.2.6.1	High biological value with high amino acid score of potato protein	116
TABLE 68	MEAT PRODUCT APPLICATIONS MARKET, BY REGION, 2017-2022 (USD THOUSAND)	116
TABLE 69	MEAT PRODUCT APPLICATIONS MARKET, BY REGION, 2023-2028 (USD THOUSAND)	117
9.2.7	SPORTS NUTRITION	117
9.2.7.1	Demand for higher body metabolism and lower blood pressure levels in sports	117
TABLE 70	SPORTS NUTRITION APPLICATIONS MARKET, BY REGION, 2017-2022 (USD THOUSAND)	117
TABLE 71	SPORTS NUTRITION APPLICATIONS MARKET, BY REGION, 2023-2028 (USD THOUSAND)	118
9.2.8	INFANT NUTRITION	118
9.2.8.1	Rise in awareness of lactose intolerance and milk allergies	118
TABLE 72	INFANT NUTRITION APPLICATIONS MARKET, BY REGION, 2017-2022 (USD THOUSAND)	118
TABLE 73	INFANT NUTRITION APPLICATIONS MARKET, BY REGION, 2023-2028 (USD THOUSAND)	119
9.2.9	MEAT ALTERNATIVES	119
9.2.9.1	Preference for frying crust texture and binding ingredients	119
TABLE 74	MEAT ALTERNATIVE APPLICATIONS MARKET, BY REGION, 2017-2022 (USD THOUSAND)	120
TABLE 75	MEAT ALTERNATIVE APPLICATIONS MARKET, BY REGION, 2023-2028 (USD THOUSAND)	120
9.2.10	OTHER FOOD & BEVERAGE APPLICATIONS	120
TABLE 76	OTHER FOOD APPLICATIONS MARKET, BY REGION, 2017-2022 (USD THOUSAND)	121
TABLE 77	OTHER FOOD APPLICATIONS MARKET, BY REGION, 2023-2028 (USD THOUSAND)	121
9.3	FEED	122
9.3.1	HIGH PROTEIN DIGESTIBILITY OFFERED BY POTATO PROTEIN IN FEED	122
TABLE 78	FEED APPLICATIONS MARKET, BY REGION, 2017-2022 (USD THOUSAND)	122
TABLE 79	FEED APPLICATIONS MARKET, BY REGION, 2023-2028 (USD THOUSAND)	122
10	POTATO PROTEIN MARKET, BY REGION	123
10.1	INTRODUCTION	124
FIGURE 42	US ACCOUNTED FOR LARGEST SHARE OF POTATO PROTEIN MARKET IN 2022	124
FIGURE 43	ASIA PACIFIC TO EXHIBIT HIGHEST CAGR OF POTATO PROTEIN MARKET	125
TABLE 80	POTATO PROTEIN MARKET, BY REGION, 2017-2022 (USD THOUSAND)	125
TABLE 81	POTATO PROTEIN MARKET, BY REGION, 2023-2028 (USD THOUSAND)	125
TABLE 82	POTATO PROTEIN MARKET, BY REGION, 2017-2022 (TON)	126
TABLE 83	POTATO PROTEIN MARKET, BY REGION, 2023-2028 (TON)	126
?		
10.2	NORTH AMERICA	126
10.2.1	INTRODUCTION	126
10.2.2	NORTH AMERICA: RECESSION IMPACT	127
FIGURE 44	NORTH AMERICA: INFLATION RATES, BY KEY COUNTRY, 2017-2021	128

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FIGURE 45 NORTH AMERICA: RECESSION IMPACT ANALYSIS, 2023 128

TABLE 84 NORTH AMERICA: POTATO PROTEIN MARKET, BY COUNTRY, 2017-2022 (USD THOUSAND) 129

TABLE 85 NORTH AMERICA: POTATO PROTEIN MARKET, BY COUNTRY, 2023-2028 (USD THOUSAND) 129

TABLE 86 NORTH AMERICA: POTATO PROTEIN MARKET, BY COUNTRY, 2017-2022 (TON) 129

TABLE 87 NORTH AMERICA: POTATO PROTEIN MARKET, BY COUNTRY, 2023-2028 (TON) 129

TABLE 88 NORTH AMERICA: POTATO PROTEIN MARKET, BY TYPE, 2017-2022 (USD THOUSAND) 130

TABLE 89 NORTH AMERICA: POTATO PROTEIN MARKET, BY TYPE, 2023-2028 (USD THOUSAND) 130

TABLE 90 NORTH AMERICA: POTATO PROTEIN MARKET, BY TYPE, 2017-2022 (TON) 130

TABLE 91 NORTH AMERICA: POTATO PROTEIN MARKET, BY TYPE, 2023-2028 (TON) 130

TABLE 92 NORTH AMERICA: POTATO PROTEIN MARKET, BY APPLICATION, 2017-2022 (USD THOUSAND) 131

TABLE 93 NORTH AMERICA: POTATO PROTEIN MARKET, BY APPLICATION, 2023-2028 (USD THOUSAND) 131

TABLE 94 NORTH AMERICA: FOOD & BEVERAGE APPLICATIONS MARKET, BY SUBAPPLICATION, 2017-2022 (USD THOUSAND) 131

TABLE 95 NORTH AMERICA: FOOD & BEVERAGE APPLICATIONS MARKET, BY SUBAPPLICATION, 2023-2028 (USD THOUSAND) 132

TABLE 96 NORTH AMERICA: POTATO PROTEIN MARKET, BY NATURE, 2017-2022 (USD THOUSAND) 132

TABLE 97 NORTH AMERICA POTATO PROTEIN MARKET, BY NATURE, 2023-2028 (USD THOUSAND) 132

10.2.3 US 133

10.2.3.1 Government investments and increase in exports 133

TABLE 98 US: POTATO PROTEIN MARKET, BY TYPE, 2017-2022 (USD THOUSAND) 133

TABLE 99 US: POTATO PROTEIN MARKET, BY TYPE, 2023-2028 (USD THOUSAND) 133

TABLE 100 US: POTATO PROTEIN MARKET, BY NATURE, 2017-2022 (USD THOUSAND) 134

TABLE 101 US: POTATO PROTEIN MARKET, BY NATURE, 2023-2028 (USD THOUSAND) 134

TABLE 102 US: POTATO PROTEIN MARKET, BY APPLICATION, 2017-2022 (USD THOUSAND) 134

TABLE 103 US: POTATO PROTEIN MARKET, BY APPLICATION, 2023-2028 (USD THOUSAND) 134

10.2.4 CANADA 135

10.2.4.1 Increase in demand for plant-based protein sources and sustainable food options 135

TABLE 104 CANADA: POTATO PROTEIN MARKET, BY TYPE, 2017-2022 (USD THOUSAND) 135

TABLE 105 CANADA: POTATO PROTEIN MARKET, BY TYPE, 2023-2028 (USD THOUSAND) 135

TABLE 106 CANADA: NORTH AMERICAN POTATO PROTEIN MARKET, BY NATURE, 2017-2022 (USD THOUSAND) 136

TABLE 107 CANADA: POTATO PROTEIN MARKET, BY NATURE, 2023-2028 (USD THOUSAND) 136

TABLE 108 CANADA: POTATO PROTEIN MARKET, BY APPLICATION, 2017-2022 (USD THOUSAND) 136

TABLE 109 CANADA: POTATO PROTEIN MARKET, BY APPLICATION, 2023-2028 (USD THOUSAND) 136

10.2.5 MEXICO 137

10.2.5.1 Government initiatives and rise in use of potato protein in food & beverage industry 137

TABLE 110 MEXICO: POTATO PROTEIN MARKET, BY TYPE, 2017-2022 (USD THOUSAND) 137

TABLE 111 MEXICO: POTATO PROTEIN MARKET, BY TYPE, 2023-2028 (USD THOUSAND) 137

TABLE 112 MEXICO: POTATO PROTEIN MARKET, BY NATURE, 2017-2022 (USD THOUSAND) 138

TABLE 113 MEXICO: POTATO PROTEIN MARKET, BY NATURE, 2023-2028 (USD THOUSAND) 138

TABLE 114 MEXICO: POTATO PROTEIN MARKET, BY APPLICATION, 2017-2022 (USD THOUSAND) 138

TABLE 115 MEXICO: POTATO PROTEIN MARKET, BY APPLICATION, 2023-2028 (USD THOUSAND) 138

10.3 EUROPE 139

10.3.1 INTRODUCTION 139

10.3.2 EUROPE: RECESSION IMPACT 139

FIGURE 46 EUROPE: INFLATION RATES, BY KEY COUNTRY, 2017-2021 140

FIGURE 47 EUROPE: RECESSION IMPACT ANALYSIS, 2023 141

FIGURE 48 EUROPE: POTATO PROTEIN MARKET SNAPSHOT 142

TABLE 116 EUROPE: POTATO PROTEIN MARKET, BY COUNTRY, 2017-2022 (USD THOUSAND) 142

TABLE 117 EUROPE: POTATO PROTEIN MARKET, BY COUNTRY, 2023-2028 (USD THOUSAND) 143

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TABLE 118	EUROPE: POTATO PROTEIN MARKET, BY COUNTRY, 2017-2022 (TON)	143
TABLE 119	EUROPE: POTATO PROTEIN MARKET, BY COUNTRY, 2023-2028 (TON)	143
TABLE 120	EUROPE: POTATO PROTEIN MARKET, BY TYPE, 2017-2022 (USD THOUSAND)	144
TABLE 121	EUROPE: POTATO PROTEIN MARKET, BY TYPE, 2023-2028 (USD THOUSAND)	144
TABLE 122	EUROPE: POTATO PROTEIN MARKET, BY TYPE, 2017-2022 (TON)	144
TABLE 123	EUROPE: POTATO PROTEIN MARKET, BY TYPE, 2023-2028 (TON)	144
TABLE 124	EUROPE: POTATO PROTEIN MARKET, BY APPLICATION, 2017-2022 (USD THOUSAND)	145
TABLE 125	EUROPE: POTATO PROTEIN MARKET, BY APPLICATION, 2023-2028 (USD THOUSAND)	145
TABLE 126	EUROPE: FOOD & BEVERAGE APPLICATIONS MARKET, BY SUBAPPLICATION, 2017-2022 (USD THOUSAND)	145
TABLE 127	EUROPE: FOOD & BEVERAGE APPLICATIONS MARKET, BY SUBAPPLICATION, 2023-2028 (USD THOUSAND)	146
?		
10.3.3	GERMANY	146
10.3.3.1	Technological advancements	146
TABLE 128	GERMANY: POTATO PROTEIN MARKET, BY TYPE, 2017-2022 (USD THOUSAND)	147
TABLE 129	GERMANY: POTATO PROTEIN MARKET, BY TYPE, 2023-2028 (USD THOUSAND)	147
TABLE 130	GERMANY: POTATO PROTEIN MARKET, BY NATURE, 2017-2022 (USD THOUSAND)	147
TABLE 131	GERMANY: POTATO PROTEIN MARKET, BY NATURE, 2023-2028 (USD THOUSAND)	147
TABLE 132	GERMANY: POTATO PROTEIN MARKET, BY APPLICATION, 2017-2022 (USD THOUSAND)	148
TABLE 133	GERMANY: POTATO PROTEIN MARKET, BY APPLICATION, 2023-2028 (USD THOUSAND)	148
10.3.4	FRANCE	148
10.3.4.1	Active promotion of plant-based proteins by government	148
TABLE 134	FRANCE: POTATO PROTEIN MARKET, BY TYPE, 2017-2022 (USD THOUSAND)	149
TABLE 135	FRANCE: POTATO PROTEIN MARKET, BY TYPE, 2023-2028 (USD THOUSAND)	149
TABLE 136	FRANCE: POTATO PROTEIN MARKET, BY NATURE, 2017-2022 (USD THOUSAND)	149
TABLE 137	FRANCE: POTATO PROTEIN MARKET, BY NATURE, 2023-2028 (USD THOUSAND)	149
TABLE 138	FRANCE: POTATO PROTEIN MARKET, BY APPLICATION, 2017-2022 (USD THOUSAND)	150
TABLE 139	FRANCE: POTATO PROTEIN MARKET, BY APPLICATION, 2023-2028 (USD THOUSAND)	150
10.3.5	UK	150
10.3.5.1	Versatility in food & beverage applications	150
TABLE 140	UK: POTATO PROTEIN MARKET, BY TYPE, 2017-2022 (USD THOUSAND)	151
TABLE 141	UK: POTATO PROTEIN MARKET, BY TYPE, 2023-2028 (USD THOUSAND)	151
TABLE 142	UK: POTATO PROTEIN MARKET, BY NATURE, 2017-2022 (USD THOUSAND)	151
TABLE 143	UK: POTATO PROTEIN MARKET, BY NATURE, 2023-2028 (USD THOUSAND)	151
TABLE 144	UK: POTATO PROTEIN MARKET, BY APPLICATION, 2017-2022 (USD THOUSAND)	152
TABLE 145	UK: POTATO PROTEIN MARKET, BY APPLICATION, 2023-2028 (USD THOUSAND)	152
10.3.6	ITALY	152
10.3.6.1	High prevalence of celiac disease	152
TABLE 146	ITALY: POTATO PROTEIN MARKET, BY TYPE, 2017-2022 (USD THOUSAND)	153
TABLE 147	ITALY: POTATO PROTEIN MARKET, BY TYPE, 2023-2028 (USD THOUSAND)	153
TABLE 148	ITALY: POTATO PROTEIN MARKET, BY NATURE, 2017-2022 (USD THOUSAND)	153
TABLE 149	ITALY: POTATO PROTEIN MARKET, BY NATURE, 2023-2028 (USD THOUSAND)	153
TABLE 150	ITALY: POTATO PROTEIN MARKET, BY APPLICATION, 2017-2022 (USD THOUSAND)	154
TABLE 151	ITALY: POTATO PROTEIN MARKET, BY APPLICATION, 2023-2028 (USD THOUSAND)	154
10.3.7	REST OF EUROPE	154
TABLE 152	REST OF EUROPE: POTATO PROTEIN MARKET, BY TYPE, 2017-2022 (USD THOUSAND)	155
TABLE 153	REST OF EUROPE: POTATO PROTEIN MARKET, BY TYPE, 2023-2028 (USD THOUSAND)	155
TABLE 154	REST OF EUROPE: POTATO PROTEIN MARKET, BY NATURE, 2017-2022 (USD THOUSAND)	155

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TABLE 155	REST OF EUROPE: POTATO PROTEIN MARKET, BY NATURE, 2023-2028 (USD THOUSAND)	155
TABLE 156	REST OF EUROPE: POTATO PROTEIN MARKET, BY APPLICATION, 2017-2022 (USD THOUSAND)	156
TABLE 157	REST OF EUROPE: POTATO PROTEIN MARKET, BY APPLICATION, 2023-2028 (USD THOUSAND)	156
10.4	ASIA PACIFIC	156
10.4.1	INTRODUCTION	156
10.4.2	ASIA PACIFIC: RECESSION IMPACT	156
FIGURE 49	ASIA PACIFIC: INFLATION RATES, BY KEY COUNTRY, 2017-2021	158
FIGURE 50	ASIA PACIFIC: RECESSION IMPACT ANALYSIS, 2023	158
FIGURE 51	ASIA PACIFIC: POTATO PROTEIN MARKET SNAPSHOT	159
TABLE 158	ASIA PACIFIC: POTATO PROTEIN MARKET, BY COUNTRY, 2017-2022 (USD THOUSAND)	159
TABLE 159	ASIA PACIFIC: POTATO PROTEIN MARKET, BY COUNTRY, 2023-2028 (USD THOUSAND)	160
TABLE 160	ASIA PACIFIC: POTATO PROTEIN MARKET, BY COUNTRY, 2017-2022 (TON)	160
TABLE 161	ASIA PACIFIC: POTATO PROTEIN MARKET, BY COUNTRY, 2023-2028 (TON)	160
TABLE 162	ASIA PACIFIC: POTATO PROTEIN MARKET, BY TYPE, 2017-2022 (USD THOUSAND)	161
TABLE 163	ASIA PACIFIC: POTATO PROTEIN MARKET, BY TYPE, 2023-2028 (USD THOUSAND)	161
TABLE 164	ASIA PACIFIC: POTATO PROTEIN MARKET, BY TYPE, 2017-2022 (TON)	161
TABLE 165	ASIA PACIFIC: POTATO PROTEIN MARKET, BY TYPE, 2023-2028 (TON)	161
TABLE 166	ASIA PACIFIC: POTATO PROTEIN MARKET, BY APPLICATION, 2017-2022 (USD THOUSAND)	162
TABLE 167	ASIA PACIFIC: POTATO PROTEIN MARKET, BY APPLICATION, 2023-2028 (USD THOUSAND)	162
TABLE 168	ASIA PACIFIC: FOOD & BEVERAGE APPLICATIONS MARKET, BY SUBAPPLICATION, 2017-2022 (USD THOUSAND)	162
TABLE 169	ASIA PACIFIC: FOOD & BEVERAGE APPLICATIONS MARKET, BY SUBAPPLICATION, 2023-2028 (USD THOUSAND)	163
TABLE 170	ASIA PACIFIC: POTATO PROTEIN MARKET, BY NATURE, 2017-2022 (USD THOUSAND)	163
TABLE 171	ASIA PACIFIC: POTATO PROTEIN MARKET, BY NATURE, 2023-2028 (USD THOUSAND)	163
10.4.3	CHINA	164
10.4.3.1	Rise in application of potato protein in feed sector	164
TABLE 172	CHINA: POTATO PROTEIN MARKET, BY TYPE, 2017-2022 (USD THOUSAND)	164
TABLE 173	CHINA: POTATO PROTEIN MARKET, BY TYPE, 2023-2028 (USD THOUSAND)	164
TABLE 174	CHINA: POTATO PROTEIN MARKET, BY NATURE, 2017-2022 (USD THOUSAND)	165
TABLE 175	CHINA: POTATO PROTEIN MARKET, BY NATURE, 2023-2028 (USD THOUSAND)	165
TABLE 176	CHINA POTATO PROTEIN MARKET, BY APPLICATION, 2017-2022 (USD THOUSAND)	165
TABLE 177	CHINA POTATO PROTEIN MARKET, BY APPLICATION, 2023-2028 (USD THOUSAND)	165
10.4.4	JAPAN	166
10.4.4.1	Rise in trend of plant-based and vegan diets	166
TABLE 178	JAPAN: POTATO PROTEIN MARKET, BY TYPE, 2017-2022 (USD THOUSAND)	166
TABLE 179	JAPAN: POTATO PROTEIN MARKET, BY TYPE, 2023-2028 (USD THOUSAND)	166
TABLE 180	JAPAN POTATO PROTEIN MARKET, BY NATURE, 2017-2022 (USD THOUSAND)	167
TABLE 181	JAPAN: POTATO PROTEIN MARKET, BY NATURE, 2023-2028 (USD THOUSAND)	167
TABLE 182	JAPAN: POTATO PROTEIN MARKET, BY APPLICATION, 2017-2022 (USD THOUSAND)	167
TABLE 183	JAPAN: POTATO PROTEIN MARKET, BY APPLICATION, 2023-2028 (USD THOUSAND)	167
10.4.5	INDIA	168
10.4.5.1	Rise in popularity of vegetarian and vegan diets	168
TABLE 184	INDIA: POTATO PROTEIN MARKET, BY TYPE, 2017-2022 (USD THOUSAND)	168
TABLE 185	INDIA: POTATO PROTEIN MARKET, BY TYPE, 2023-2028 (USD THOUSAND)	168
TABLE 186	INDIA: POTATO PROTEIN MARKET, BY NATURE, 2017-2022 (USD THOUSAND)	169
TABLE 187	INDIA: POTATO PROTEIN MARKET, BY NATURE, 2023-2028 (USD THOUSAND)	169
TABLE 188	INDIA: POTATO PROTEIN MARKET, BY APPLICATION, 2017-2022 (USD THOUSAND)	169
TABLE 189	INDIA: POTATO PROTEIN MARKET, BY APPLICATION, 2023-2028 (USD THOUSAND)	169

10.4.6 AUSTRALIA 170

10.4.6.1 Increase in popularity of health and functional foods 170

TABLE 190 AUSTRALIA: POTATO PROTEIN MARKET, BY TYPE, 2017-2022 (USD THOUSAND) 170

TABLE 191 AUSTRALIA: POTATO PROTEIN MARKET, BY TYPE, 2023-2028 (USD THOUSAND) 170

TABLE 192 AUSTRALIA: POTATO PROTEIN MARKET, BY NATURE, 2017-2022 (USD THOUSAND) 171

TABLE 193 AUSTRALIA: POTATO PROTEIN MARKET, BY NATURE, 2023-2028 (USD THOUSAND) 171

TABLE 194 AUSTRALIA: POTATO PROTEIN MARKET, BY APPLICATION, 2017-2022 (USD THOUSAND) 171

TABLE 195 AUSTRALIA: POTATO PROTEIN MARKET, BY APPLICATION, 2023-2028 (USD THOUSAND) 171

10.4.7 REST OF ASIA PACIFIC 172

TABLE 196 REST OF ASIA PACIFIC: POTATO PROTEIN MARKET, BY TYPE, 2017-2022 (USD THOUSAND) 172

TABLE 197 REST OF ASIA PACIFIC: POTATO PROTEIN MARKET, BY TYPE, 2023-2028 (USD THOUSAND) 172

TABLE 198 REST OF ASIA PACIFIC: POTATO PROTEIN MARKET, BY NATURE, 2017-2022 (USD THOUSAND) 173

TABLE 199 REST OF ASIA PACIFIC: POTATO PROTEIN MARKET, BY NATURE, 2023-2028 (USD THOUSAND) 173

TABLE 200 REST OF ASIA PACIFIC: POTATO PROTEIN MARKET, BY APPLICATION, 2017-2022 (USD THOUSAND) 173

TABLE 201 REST OF ASIA PACIFIC: POTATO PROTEIN MARKET, BY APPLICATION, 2023-2028 (USD THOUSAND) 173

10.5 REST OF THE WORLD (ROW) 174

10.5.1 INTRODUCTION 174

10.5.2 ROW: RECESSION IMPACT 174

FIGURE 52 AFRICA: INFLATION RATES, 2017-2021 175

FIGURE 53 ROW: RECESSION IMPACT ANALYSIS, 2023 176

TABLE 202 ROW: POTATO PROTEIN MARKET, BY REGION, 2017-2022 (USD THOUSAND) 176

TABLE 203 ROW: POTATO PROTEIN MARKET, BY REGION, 2023-2028 (USD THOUSAND) 176

TABLE 204 ROW: POTATO PROTEIN MARKET, BY TYPE, 2017-2022 (USD THOUSAND) 177

TABLE 205 ROW: POTATO PROTEIN MARKET, BY TYPE, 2023-2028 (USD THOUSAND) 177

TABLE 206 ROW: POTATO PROTEIN MARKET, BY TYPE, 2017-2022 (TON) 177

TABLE 207 ROW: POTATO PROTEIN MARKET, BY TYPE, 2023-2028 (TON) 177

TABLE 208 ROW: POTATO PROTEIN MARKET, BY APPLICATION, 2017-2022 (USD THOUSAND) 178

TABLE 209 ROW: POTATO PROTEIN MARKET, BY APPLICATION, 2023-2028 (USD THOUSAND) 178

TABLE 210 ROW: POTATO PROTEIN MARKET, BY NATURE, 2017-2022 (USD THOUSAND) 178

TABLE 211 ROW: POTATO PROTEIN MARKET, BY NATURE, 2023-2028 (USD THOUSAND) 178

TABLE 212 ROW: FOOD & BEVERAGE APPLICATIONS MARKET, BY SUBAPPLICATION, 2017-2022 (USD THOUSAND) 179

TABLE 213 ROW: FOOD & BEVERAGE APPLICATIONS MARKET, BY SUBAPPLICATION, 2023-2028 (USD THOUSAND) 179

10.5.3 SOUTH AMERICA 179

10.5.3.1 Large-scale production of potatoes 179

TABLE 214 SOUTH AMERICA: POTATO PROTEIN MARKET, BY APPLICATION, 2017-2022 (USD THOUSAND) 180

TABLE 215 SOUTH AMERICA: POTATO PROTEIN MARKET, BY APPLICATION, 2023-2028 (USD THOUSAND) 180

TABLE 216 SOUTH AMERICA: POTATO PROTEIN MARKET, BY NATURE, 2017-2022 (USD THOUSAND) 181

TABLE 217 SOUTH AMERICA: POTATO PROTEIN MARKET, BY NATURE, 2023-2028 (USD THOUSAND) 181

TABLE 218 SOUTH AMERICA: POTATO PROTEIN MARKET, BY TYPE, 2017-2022 (USD THOUSAND) 181

TABLE 219 SOUTH AMERICA: POTATO PROTEIN MARKET, BY TYPE, 2023-2028 (USD THOUSAND) 181

10.5.4 MIDDLE EAST & AFRICA 182

10.5.4.1 Increase in demand for plant-based foods 182

TABLE 220 MIDDLE EAST & AFRICA: POTATO PROTEIN MARKET, BY APPLICATION, 2017-2022 (USD THOUSAND) 182

TABLE 221 MIDDLE EAST & AFRICA: POTATO PROTEIN MARKET, BY APPLICATION, 2023-2028 (USD THOUSAND) 182

TABLE 222 MIDDLE EAST & AFRICA: POTATO PROTEIN MARKET, BY NATURE, 2017-2022 (USD THOUSAND) 183

TABLE 223 MIDDLE EAST & AFRICA: POTATO PROTEIN MARKET, BY NATURE, 2023-2028 (USD THOUSAND) 183

TABLE 224 MIDDLE EAST & AFRICA: POTATO PROTEIN MARKET, BY TYPE, 2017-2022 (USD THOUSAND) 183

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TABLE 225	MIDDLE EAST & AFRICA: POTATO PROTEIN MARKET, BY TYPE, 2023-2028 (USD THOUSAND)	183
11	COMPETITIVE LANDSCAPE	184
11.1	OVERVIEW	184
11.2	MARKET SHARE ANALYSIS	184
TABLE 226	POTATO PROTEIN MARKET: DEGREE OF COMPETITION	185
11.3	SEGMENTAL REVENUE ANALYSIS OF KEY PLAYERS	185
FIGURE 54	SEGMENTAL REVENUE ANALYSIS OF KEY PLAYERS, 2017-2021 (USD MILLION)	185
11.4	STRATEGIES ADOPTED BY KEY PLAYERS	186
TABLE 227	STRATEGIES ADOPTED BY KEY POTATO PROTEIN MANUFACTURERS	186
11.5	COMPANY EVALUATION QUADRANT (KEY PLAYERS)	187
11.5.1	STARS	187
11.5.2	EMERGING LEADERS	187
11.5.3	PERVASIVE PLAYERS	187
11.5.4	PARTICIPANTS	187
FIGURE 55	POTATO PROTEIN MARKET: COMPANY EVALUATION QUADRANT, 2022 (KEY PLAYERS)	188
11.5.5	PRODUCT FOOTPRINT	189
TABLE 228	COMPANY FOOTPRINT, BY TYPE	189
TABLE 229	COMPANY FOOTPRINT, BY APPLICATION	190
TABLE 230	COMPANY FOOTPRINT, BY REGION	191
TABLE 231	OVERALL COMPANY FOOTPRINT	192
11.6	COMPANY EVALUATION QUADRANT (STARTUPS/SMES)	193
11.6.1	PROGRESSIVE COMPANIES	193
11.6.2	STARTING BLOCKS	193
11.6.3	RESPONSIVE COMPANIES	193
11.6.4	DYNAMIC COMPANIES	193
FIGURE 56	POTATO PROTEIN MARKET: COMPANY EVALUATION QUADRANT, 2022 (STARTUPS/SMES)	194
11.6.5	COMPETITIVE BENCHMARKING OF KEY STARTUPS/SMES	195
TABLE 232	POTATO PROTEIN MARKET: DETAILED LIST OF KEY STARTUPS/SMES	195
TABLE 233	POTATO PROTEIN MARKET: COMPETITIVE BENCHMARKING OF KEY STARTUPS/SMES	196
11.7	COMPETITIVE SCENARIO	197
11.7.1	DEALS	197
TABLE 234	POTATO PROTEIN MARKET: DEALS, APRIL 2021-OCTOBER 2022	197
11.7.2	OTHER DEVELOPMENTS	198
TABLE 235	POTATO PROTEIN MARKET: OTHER DEVELOPMENTS, MARCH 2019-JANUARY 2023	198

Potato Protein Market by Type (Isolates and Concentrates), Nature (Organic and Conventional), Application (Food & Beverages and Feed), and Region (North America, Europe, Asia Pacific and Rest of the World) - Global Forecast to 2028

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