

## **UAE Whey Protein Powder Market Report and Forecast 2023-2031**

Market Report | 2023-07-28 | 120 pages | EMR Inc.

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### **Report description:**

UAE Whey Protein Powder Market Report and Forecast 2023-2031

UAE Whey Protein Powder Market Outlook

The growth of the UAE whey protein powder market size is driven by the rapid growth in the Middle East and Africa (MEA) whey protein powder market. The MEA whey protein market attained a value of USD 0.9 billion in 2022. The market is further expected to grow at a CAGR of 6.6% during the forecast period of 2023-2031, likely to attain a value of around USD 1.56 billion by 2031.

Whey Protein Powder: Introduction

Whey protein powder is a popular dietary supplement derived from milk. It is a high-quality source of protein that contains all essential amino acids needed by the body. Whey protein powder is known for its fast absorption and easy digestibility, making it a popular choice among athletes, fitness enthusiasts, and individuals looking to increase their protein intake.

Key Trends in the UAE Whey Protein Powder Market

Key trends in the UAE whey protein powder market include the following:

- ☐ Increasing demand for clean and natural ingredients: Consumers are becoming more conscious about the quality of ingredients used in their food and supplements. There is a growing preference for whey protein powders made from natural and clean sources, with no artificial additives, flavors, or sweeteners.
- ☐ Rise in plant-based alternatives: While whey protein powder is derived from milk, there is a rising demand for plant-based protein alternatives among vegan and vegetarian consumers. Plant-based protein powders, such as those derived from peas, rice, or hemp, are gaining popularity in the UAE market as more individuals adopt plant-based diets.
- ☐ Customization and personalization: Consumers are seeking products that cater to their specific needs and preferences. Customizable whey protein powders, where consumers can choose the desired protein content, flavor, and additional ingredients, are gaining traction. This trend allows individuals to tailor their protein intake according to their fitness goals and dietary requirements.
- ☐ Online retailing and e-commerce: The growth of e-commerce platforms and online retailing has transformed the way consumers shop for whey protein powder. Online channels provide convenience, a wide range of product options, and doorstep delivery, making it easier for consumers to access and purchase their preferred whey protein powders.
- ☐ Increased focus on sports nutrition and performance: The UAE has witnessed a rise in fitness and sports activities, leading to an

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increased demand for whey protein powders among athletes, bodybuilders, and fitness enthusiasts. This trend is driving the development of specialized whey protein formulations targeted at enhancing athletic performance and recovery.

#### UAE Whey Protein Powder Market Segmentations

##### Market Breakup by Type

- Concentrate Whey Protein Powder
- Isolate Whey Protein Powder
- Hydrolysate Whey Protein Powder
- Others

##### Market Breakup by Applications

- Sports Nutrition
- Dietary Supplements
- Infant Formula
- Food Additives
- Beverages
- Others

##### Market Breakup by Distribution Channels

- Supermarkets/Hypermarkets
- Convenience Stores
- Specialty Stores
- Online Stores
- Others

#### UAE Whey Protein Powder Market Overview

In the UAE market, whey protein powder has gained significant traction in recent years. The growing health and fitness consciousness among individuals, coupled with the increasing adoption of Western dietary habits, has fueled the demand for whey protein products. Additionally, the UAE's growing fitness and wellness industry, including gyms, health clubs, and sports nutrition retailers, has contributed to the market's growth.

The UAE market offers a range of whey protein powder products catering to different consumer preferences and dietary needs. These products come in various flavors, formulations (such as isolate, concentrate, and hydrolysate), and packaging sizes to meet the diverse needs of consumers.

The market is characterized by the presence of both global and local brands offering whey protein powder products. Established international brands have a strong presence in the UAE market, while local manufacturers are also emerging to cater to the growing demand.

Key factors driving the whey protein powder market in the UAE include increasing health consciousness, rising disposable incomes, growing fitness culture, and the availability of a wide range of products. Additionally, the UAE government's initiatives to promote a healthy lifestyle and combat obesity further support the demand for nutritional supplements like whey protein powder. With the growing popularity of whey protein powder and the increasing emphasis on health and fitness, the UAE market is expected to witness steady growth in the coming years. Manufacturers and retailers are likely to introduce innovative products, expand distribution channels, and engage in marketing campaigns to capitalize on the market opportunities.

#### UAE Whey Protein Powder Market: Competitor Landscape

The key features of the market report include patent analysis, grants analysis, clinical trials analysis, funding and investment

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analysis, partnerships, and collaborations analysis by the leading key players. The major companies in the market are as follows:

- []Glanbia plc.
- []MusclePharm Corporation
- []Iovate Health Sciences International Inc.
- []Dymatize Enterprises LLC
- []Universal Nutrition Corporation
- []Labrada Bodybuilding Nutrition, Inc.
- []Cytosport, Inc.
- []Atlantic Multipower UK Limited
- []Abbott Laboratories Inc.
- []General Nutrition Centers, Inc.

\*We at Expert Market Research always strive to provide you with the latest information. The numbers in the article are only indicative and may be different from the actual report.

## **Table of Contents:**

- 1[]Preface
- 1.1[]Objectives of the Study
- 1.2[]Key Assumptions
- 1.3[]Report Coverage - Key Segmentation and Scope
- 1.4[]Research Methodology
- 2[]Executive Summary
- 3[] UAE Whey Protein Powder Market Overview
- 3.1[] UAE Whey Protein Powder Market Historical Value (2016-2022)
- 3.2[] UAE Whey Protein Powder Market Forecast Value (2023-2031)
- 4[] UAE Whey Protein Powder Market Dynamics
- 4.1[]Market Drivers and Constraints
- 4.2[]SWOT Analysis
- 4.3[]Porter's Five Forces Model
- 4.4[]Key Demand Indicators
- 4.5[]Key Price Indicators
- 4.6[]Industry Events, Initiatives, and Trends
- 4.7[]Value Chain Analysis
- 5[] UAE Whey Protein Powder Market Segmentation
- 5.1[] UAE Whey Protein Powder Market by Type
- 5.1.1[]Market Overview
- 5.1.2[]Concentrate Whey Protein Powder
- 5.1.3[]Isolate Whey Protein Powder
- 5.1.4[]Hydrolysate Whey Protein Powder
- 5.1.5[]Others
- 5.2[]UAE Whey Protein Powder Market by Applications
- 5.2.1[]Market Overview
- 5.2.2[]Sports Nutrition
- 5.2.3[]Dietary Supplements
- 5.2.4[]Infant Formula
- 5.2.5[]Food Additives

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- 5.2.6 Beverages
- 5.2.7 Others
- 5.3 UAE Whey Protein Powder Market by Distribution Channels
- 5.3.1 Market Overview
- 5.3.2 Supermarkets/Hypermarkets
- 5.3.3 Convenience Stores
- 5.3.4 Specialty Stores
- 5.3.5 Online Stores
- 5.3.6 Others
- 6 Patent Analysis
- 6.1 Analysis by Type of Patent
- 6.2 Analysis by Publication year
- 6.3 Analysis by Issuing Authority
- 6.4 Analysis by Patent Age
- 6.5 Analysis by CPC Analysis
- 6.6 Analysis by Patent Valuation
- 6.7 Analysis by Key Players
- 7 Grants Analysis
- 7.1 Analysis by year
- 7.2 Analysis by Amount Awarded
- 7.3 Analysis by Issuing Authority
- 7.4 Analysis by Grant Application
- 7.5 Analysis by Funding Institute
- 7.6 Analysis by NIH Departments
- 7.7 Analysis by Recipient Organization
- 8 Funding Analysis
- 8.1 Analysis by Funding Instances
- 8.2 Analysis by Type of Funding
- 8.3 Analysis by Funding Amount
- 8.4 Analysis by Leading Players
- 8.5 Analysis by Leading Investors
- 8.6 Analysis by Geography
- 9 Partnership and Collaborations Analysis
- 9.1 Analysis by Partnership Instances
- 9.2 Analysis by Type of Partnership
- 9.3 Analysis by Leading Players
- 9.4 Analysis by Geography
- 10 Regulatory Framework
- 10.1 Regulatory Overview
- 10.1.1 US FDA
- 10.1.2 EU EMA
- 10.1.3 INDIA CDSCO
- 10.1.4 JAPAN PMDA
- 10.1.5 Others
- 11 Suppliers Landscape
- 11.1 Glanbia plc.
- 11.1.1 Financial Analysis

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- 11.1.2□Product Portfolio
- 11.1.3□Demographic Reach and Achievements
- 11.1.4□Mergers and Acquisitions
- 11.1.5□Certifications
- 11.2□MusclePharm Corporation
- 11.2.1□Financial Analysis
- 11.2.2□Product Portfolio
- 11.2.3□Demographic Reach and Achievements
- 11.2.4□Mergers and Acquisitions
- 11.2.5□Certifications
- 11.3□Iovate Health Sciences International Inc.
- 11.3.1□Financial Analysis
- 11.3.2□Product Portfolio
- 11.3.3□Demographic Reach and Achievements
- 11.3.4□Mergers and Acquisitions
- 11.3.5□Certifications
- 11.4□Dymatize Enterprises LLC
- 11.4.1□Financial Analysis
- 11.4.2□Product Portfolio
- 11.4.3□Demographic Reach and Achievements
- 11.4.4□Mergers and Acquisitions
- 11.4.5□Certifications
- 11.5□Universal Nutrition Corporation
- 11.5.1□Financial Analysis
- 11.5.2□Product Portfolio
- 11.5.3□Demographic Reach and Achievements
- 11.5.4□Mergers and Acquisitions
- 11.5.5□Certifications
- 11.6□Labrada Bodybuilding Nutrition, Inc.
- 11.6.1□Financial Analysis
- 11.6.2□Product Portfolio
- 11.6.3□Demographic Reach and Achievements
- 11.6.4□Mergers and Acquisitions
- 11.6.5□Certifications
- 11.7□Cytosport, Inc.
- 11.7.1□Financial Analysis
- 11.7.2□Product Portfolio
- 11.7.3□Demographic Reach and Achievements
- 11.7.4□Mergers and Acquisitions
- 11.7.5□Certifications
- 11.8□Atlantic Multipower UK Limited
- 11.8.1□Financial Analysis
- 11.8.2□Product Portfolio
- 11.8.3□Demographic Reach and Achievements
- 11.8.4□Mergers and Acquisitions
- 11.8.5□Certifications
- 11.9□Abbott Laboratories Inc.

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- 11.9.1□Financial Analysis
- 11.9.2□Product Portfolio
- 11.9.3□Demographic Reach and Achievements
- 11.9.4□Mergers and Acquisitions
- 11.9.5□Certifications
- 11.10□General Nutrition Centers, Inc.
- 11.10.1□Financial Analysis
- 11.10.2□Product Portfolio
- 11.10.3□Demographic Reach and Achievements
- 11.10.4□Mergers and Acquisitions
- 11.10.5□Certifications
- 12□UAE Whey Protein Powder Market - Distribution Model (Additional Insight)
- 12.1□Overview
- 12.2□Potential Distributors
- 12.3□Key Parameters for Distribution Partner Assessment
- 13□Key Opinion Leaders (KOL) Insights (Additional Insight)
- 14□Company Competitiveness Analysis (Additional Insight)
- 14.1□Very Small Companies
- 14.2□Small Companies
- 14.3□Mid-Sized Companies
- 14.4□Large Companies
- 14.5□Very Large Companies
- 15□Payment Methods (Additional Insight)
- 15.1□Government Funded
- 15.2□Private Insurance
- 15.3□Out-of-Pocket

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