

Australia Whey Protein - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

Market Report | 2024-02-17 | 90 pages | Mordor Intelligence

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Report description:

The Australia whey protein market is expected to grow from USD 50.25 million in 2024 at a CAGR of 4.26% over the upcoming five years.

Key Highlights

-The key factors that drive the growth of the whey protein market in Australia are the rising demand for dairy ingredients and the keen interest of youngsters in protein-rich sports nutrition. Also, other factors, such as rising awareness among the masses to be fit and remain in shape, along with enhancing body immunity across the country, have led to significant growth in demand for whey protein in urban areas. This increase in the number of muscle and fitness enthusiasts has prompted a growing consumer demand for whey-based protein sports beverages, specialized nutritional drinks, nutritional snack bars, and other products that are designed to optimize athletic performance.

-In addition, an increase in demand for whey protein was observed in the personal care market in Australia, as it has high-end usage in the production of various weight management and beauty products. Also, when supplement foods are used to boost protein intake, the ISSN recommended that milk-based proteins are superior to plant-based sources, thus boosting the whey protein market. In addition, protein from dairy, specifically the whey portion, appears to be absorbed faster and elicit a faster muscle-protein-synthesis response than beef.

-Furthermore, the presence of high branched-chain amino acids (BCAA) content of natural protein to stimulate muscle protein synthesis in a dose-dependent manner, according to the National Center for Biotechnology Information (NCBI), has geared the market. In addition, intensive research and development on whey protein intake in sports nutrition will further boost the market growth in the forecasted period

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Australia Whey Protein Market Trends

Increasing awareness towards health among consumers

- With consumers' inclination towards health and fitness, consumers are willing to spend more time and effort in maintaining fitness and health. Demand for protein intake in sports nutrition has been witnessed with an increasing trend owing to its role in the body for growth, repair, and maintenance of body cells and tissues, such as muscle.
- Fortified foods and protein-infused food products are gaining importance in the market. Fortified foods such as bread, smoothies, and other ready-to-eat food products are commonly preferred by consumers over conventional food products available in the market.
- Moreover, younger customers in the market aged between 18 and 35 prefer using these whey protein products to gain muscle and maintain body fitness. Consumers of this age who participate in various sports and fitness activities tend to consume whey protein products to enhance their physical activity and maintain fitness.
- For instance, according to the Australian Sports Commission, about 49% of consumers between the age group 18 to 24 and 45% of 25 to 35 tend to participate in various physical and sports activities in 2022. Hence, to maintain overall well-being, consumers tend to consume whey protein products in the market.

Whey Protein Isolates To Drive The Whey Protein Market

- The whey protein isolate segment of the market is witnessing a surge in demand, primarily fueled by the increasing needs of nutritional industries, including medical and clinical nutrition, infant nutrition, and sports nutrition. These sectors are recognizing the immense benefits of whey protein isolates in promoting muscle recovery, weight management, and overall well-being.
- Moreover, whey isolate's appeal is further heightened by its superior purity, containing significantly fewer carbs, lactose, and fat, making it an ideal choice for health-conscious consumers. Thus, it is a common choice for people who need to maintain low body fat without getting their body muscles affected. Moreover, the application of whey protein isolates in baby/infant food has increased over time as whey protein is easy to digest whey compared to other whey proteins offered in the market.
- Whey protein isolates in the form of protein powder are extensively consumed in the market as they can be easily used in protein-based recipes such as breakfasts, shakes, and others. Additionally, the lower cost of whey protein isolates compared to other whey protein types is driving its market growth, attracting both manufacturers and consumers to this high-quality protein source at an affordable price.

Australia Whey Protein Industry Overview

The Australia whey protein market is fragmented and competitive, owing to the presence of large regional and domestic players. Emphasis is given to the merger, expansion, acquisition, and partnership of the companies, along with new product development as strategic approaches adopted by the leading companies to boost their brand presence among consumers. Key players dominating the Australian whey protein market include Arla Foods Ingredients Group P/S, FrieslandCampina Ingredients, Glanbia plc, Lactalis Ingredients, Milkiland, AB "Rokiskio suris," and Bulk Nutrients, among others.

Additional Benefits:

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

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