

Canada Casein And Caseinate - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

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Report description:

The Canada casein and caseinate protein market size is expected to grow from USD 45.05 million in 2024 to USD 51.20 million by 2029, at a CAGR of 3.25% during the forecast period (2024-2029).

Key Highlights

- Casein and caseinate are known for their functional properties, including their ability to improve texture, solubility, and emulsification in food products. This drives their use as ingredients in the food processing industry. Also, changes in disposable income levels influence consumer spending on premium and healthier food options, which can impact the demand for casein and caseinate-fortified food and beverages and nutritional supplements.
- The demand for casein fortification is increasing drastically in the country. It is being used as an alternative to gluten products, as Canada reported the relative rates of avoiding gluten because of gluten sensitivity compared with the rates of avoiding it due to celiac disease. As a result, the number of Canadians turning toward gluten-free tripled from 2010 to 2020. Hence, Canadians prefer protein-fortified gluten-free baked goods for better nutritious value, which supports the demand for casein in the bakery segment.
- Furthermore, in the food and beverage industry, caseinates are gaining popularity in the bakery and confectionery segment due to their immense functional benefits. Caseinate ingredients are used in baked goods, such as cheesecakes, puddings, frostings, and whipped toppings. Besides, the increasing applications of casein in the cosmetics and personal care industry, especially as hair and skin conditioning and emulsifying agents, are providing new opportunities for manufacturers to increase their market shares.
- Casein and caseinates have been widely used in dietary supplements. Also, rising milk production in the country can contribute to the casein and caseinate production in Canada. For instance, according to the Canadian Dairy Information Centre, in 2022, approximately 94.5 million hectoliters of milk were produced in Canada.

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Canada Casein And Caseinate Market Trends

Increasing Application of Casein and Caseinates in Protein-rich Food Products

- The increasing demand for protein-rich food and the easy availability of casein protein are driving the global casein and caseinates market. This growth is primarily attributed to the rising number of health and fitness centers and increasing health consciousness among consumers. Functional advancements, including muscle repair, energy boosting, and weight loss, as well as the growing use of protein-based meal replacements and consumer demand for greater ingredient traceability and authenticity, are expected to further boost the demand for casein and caseinates over the forecast period.
- Casein and caseinates have found widespread use in dietary supplements, which is expected to contribute to the market's growth. The nutritional supplements market has witnessed significant expansion, especially for vitamins and protein supplements.
- Furthermore, since casein and caseinates are derived from milk, substantial milk production in Canada can positively impact the market. The high milk production volume enables casein and caseinate manufacturers in the region to easily procure raw materials at economical prices. These factors could lead to better supply chain control for manufacturers, which, in turn, could benefit the casein and caseinate market in Canada.
- Moreover, caseins are widely used in dietary supplement products, which are in high demand among professional athletes due to their high protein and low-fat content. The increasing application of hydrolyzed casein and caseinate products in the sports nutrition and clinical nutrition segments is driven by their ease of absorption compared to other whey protein ingredients. This trend is primarily attributed to the presence of di- and tripeptides that enhance protein absorption by the human body.
- To meet the growing demand, producers are increasingly turning to clean labels and additives, such as micellar casein, for protein enrichment. Manufacturers prefer micellar casein for protein enrichment because of its ease of dissolution in various beverages, including shakes and smoothies.

Rising Health and Fitness Concern Among Young Population

- The rising health and fitness concern among the young population has significantly contributed to the growth of the casein and caseinate market in Canada. As individuals become more conscious about their well-being, dietary choices are increasingly centered around products that support their fitness goals. Casein and caseinate, both derived from milk, have gained traction as valuable sources of protein that align with the needs of health-conscious consumers.
- With the prevalence of sedentary lifestyles and the growing obesity rates, young Canadians are seeking ways to improve their overall health and maintain an active lifestyle. This has led to a heightened interest in nutritional products that incorporate casein or caseinate, further aiding in muscle development, weight management, and overall fitness. For instance, brands like Naked Casein, Canadian Protein, AllMax, Dymatize Elite, and Optimum Nutrition are some of the nutritional brands incorporating casein in their products.
- Furthermore, the social media phenomenon has played a pivotal role in promoting health and fitness trends among young Canadians. Influencers, athletes, and fitness enthusiasts often highlight their dietary choices and exercise routines on platforms like Instagram and TikTok. Thus, companies are investing heavily in Internet advertising, which includes paid promotion with influencers, celebrities, sports persons, etc. This digital exposure has created a ripple effect, inspiring more young individuals to adopt healthier lifestyles, including making informed decisions about their nutrition.
- The casein and caseinate market has benefited from this trend by positioning its products as essential components of a balanced diet. Manufacturers have tapped into the power of social media marketing to showcase the benefits of these proteins in muscle

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repair, improved metabolism, and satiety. The visual nature of these platforms allows for impactful demonstrations of product usage, effectively resonating with the younger demographic.

Canada Casein And Caseinate Industry Overview

The Canada casein and caseinate market is fragmented, with the top five companies occupying market share. The major players in this market are Arla Foods Amba, Fonterra Co-operative Group Limited, Glanbia PLC, Farbest-Tallman Foods Corporation, and FrieslandCampina Ingredients, among others. Key players are investing in R&D and entering into mergers and acquisitions to enhance their product portfolios. Owing to the rapidly developing nature of the market, new product innovation has become the most commonly used strategy among all, as it helps in understanding the changing needs of the consumers in the market. Furthermore, they are adopting competitive strategies by investing more in developing new-generation technologies to produce milk proteins.

Additional Benefits:

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

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions & Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS

4.1 Drivers

4.1.1 Increasing Demand For Baby Food and Infant Formula

4.1.2 Growing Application of Casein and Caseinates in Protein-rich Food Products

4.2 Restraints

4.2.1 Increasing Manufacturing Costs and Raw Materials Price Hamper the Market Growth

4.3 Porter's Five Forces Analysis

4.3.1 Threat of New Entrants

4.3.2 Bargaining Power of Buyers/Consumers

4.3.3 Bargaining Power of Suppliers

4.3.4 Threat of Substitute Products

4.3.5 Intensity of Competitive Rivalry

5 MARKET SEGMENTATION

5.1 End-User

5.1.1 Animal Feed

5.1.2 Food and Beverages

5.1.2.1 Beverages

5.1.2.2 Confectionery

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- 5.1.2.3 Dairy and Dairy Alternative Products
- 5.1.2.4 RTE/RTC Food Products
- 5.1.2.5 Snacks
- 5.1.3 Supplements
 - 5.1.3.1 Baby Food and Infant Formula
 - 5.1.3.2 Elderly Nutrition and Medical Nutrition
 - 5.1.3.3 Sport/Performance Nutrition

6 COMPETITIVE LANDSCAPE

- 6.1 Market Positioning Analysis
- 6.2 Market Share Analysis
- 6.3 Company Profiles
 - 6.3.1 Arla Foods amba
 - 6.3.2 Farbest-Tallman Foods Corporation
 - 6.3.3 Fonterra Co-operative Group Limited
 - 6.3.4 Milk Specialties Global
 - 6.3.5 Lactoprot Deutschland GmbH
 - 6.3.6 Kerry Group PLC
 - 6.3.7 FrieslandCampina Ingredients
 - 6.3.8 Groupe Lactalis
 - 6.3.9 Hoogwegt Group Inc.
 - 6.3.10 Glanbia PLC

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

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