

## **Casein And Caseinates - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029**

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### **Report description:**

The global casein and caseinates market was valued at USD 1,095.8 million and is expected to register a CAGR of 4.26% over the next five years.

#### Key Highlights

- The wider functionality of casein and caseinates in enhancing the physical and nutritional quality, mainly its slower digestibility, drove its application in the food and beverages segment. The projected growth of casein and casein in the sector is attributed to its functional characteristics, which have led to continual market innovation and research.
- Natural products that are high in protein are increasingly in demand as people become more health conscious. The entire amino acid profile of casein and caseinates makes them high-quality proteins that are frequently used in dietary supplements and foods. Even though casein comes from milk, caseinate products can be utilized to make non-dairy creams and plant-based beverages. As more people experiment with plant-based diets, caseinate-based products give businesses a chance to develop dairy-free alternatives with comparable beneficial characteristics.
- Moreover, manufacturers are launching innovative products to address the changing needs of the industry. For instance, Arla Foods Ingredients launched the first-ever organic micellar casein isolate to meet manufacturers' demand for organic, natural, and functional protein products. The company claims that the new micellar casein isolate, MicelPure, contains a minimum of 87% native protein.
- It is suitable for food, functional health foods, and active nutrition applications, and it is low in lactose and fat, heat-stable, and taste-neutral. Casein and caseinates are used in non-food industries, including adhesives, paints, and plastics, in addition to the food business, which helps to explain the rise in demand.

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## Casein And Caseinates Market Trends

### Growing Product Innovation Due to Beneficial Functional Properties of Casein

- In Casein and Caseinates protein application, the food and beverage segment holds a significant market share, with its major applications in various foods such as dairy/dairy alternative products, RTE/RTC food products, and confectionery foods.
- Due to their slow-digesting properties, casein and caseinates find valuable applications in the supplements sector, particularly in the sports nutrition segment, driven by the strong demand from energy enthusiasts. These protein sources are gaining popularity in this segment due to their high leucine content, a crucial factor for muscle protein synthesis.
- Furthermore, casein and caseinates serve as essential functional additives in the food processing industry, contributing to improved texture, stability, and extended shelf life in processed foods.
- The rising popularity of processed and convenience foods is further fueling the demand for these ingredients. For instance, in April 2021, FrieslandCampina Ingredients launched a new portfolio, including Excellion Calcium Caseinate S, to aid in the production of softer protein bars. Other products launched included Nutri Whey 800F, Nutri Whey Isolate, Biotis GOS, and Excellion EM9, as well as the new Excellion Textpro. The portfolio was made as a key solution to address the hardening problem that many formulators currently face. Hence, all these factors positively drive the casein and caseinates market globally.

North America hold the significant market share.

- Consumers and food manufacturers are interested in the ongoing study on the possible health advantages of casein and caseinates, such as immune system support and satiety enhancement. Casein and caseinates are adaptable components that are utilized in a variety of foods, including dairy substitutes, processed cheese, baked goods, and energy bars. They are useful in food formulation because of their functional qualities, which include emulsification, gelation, and water-binding ability.
- As a result, there is an increase in the import value of casein, caseinates, and other casein derivatives in this region. For instance, according to the ITC Trade Map Trade statistics for international business development data, in 2022, the import value of casein, caseinates, and other casein derivatives in the United States accounted for USD 911.647 million, followed by Mexico with USD 195.231 million import value and Canada which accounted for USD 32.651 million. Therefore, all the above-mentioned factors act as major drivers for the casein and caseinates market in the North American region.

### Casein And Caseinates Industry Overview

The Global Casein And Caseinates market is consolidated due to the strong presence of regional and global players. The major players focus on strategic planning to grow the business portfolio. Apart from business development activity, the acquisition is also considered for business growth to improve the market share. Major players like Arla Foods AMBA, Fonterra Co-operative Group Limited, Kerry Group plc, Royal FrieslandCampina N.V., and Savencia Fromage & Dairy (sorted alphabetically) are making strategic moves to make their businesses grow.

Further, the companies have been introducing new and innovative products with the inclusion of label claims, such as naturally derived and organic ingredients, so as to make their product unique from the existing products. 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 application industry in the market.

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- The market estimate (ME) sheet in Excel format
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