

## **China Soy Protein - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029**

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### **Report description:**

The China soy protein market was valued at USD 850.2 million for the current year and is projected to register a CAGR of 6.25% over the next five years.

#### Key Highlights

- Soya bean is a staple food in China owing to its increasing production and use in different foods. According to United States Department of Agriculture (USDA) Foreign Agriculture Service data from 2021, China produced 19.6 million metric tons of soya beans in 2021. Owing to the increasing production, market players in the region are producing different innovative products from soya beans that include sou protein isolates, concentrates, and textured proteins as well. The demand for soy protein concentrates in the food and beverage industry is increasing owing to the increasing demand for proteinaceous foods.
- Moreover, the incorporation of soy protein into food and beverages to enhance the nutritional profile of the product is one of the primary market drivers in the market. Additionally, soy protein is used in various products such as bakery & confectionery and dairy alternative products to maintain product texture, and it also acts as a binder in various food products, resulting in increasing the demand for soy protein concentrate (SPC) across the market.
- The presence of high fiber contents has resulted in increased use of soy protein in manufacturing food products for people following a rigorous diet and exercise schedule. In addition, the old age population in the country is switching to the consumption of plant-based meat instead of conventional meat due to rising lifestyle diseases like cholesterol, digestion issues, and obesity. For instance, according to the World Population Review, the prevalence of adult obesity in the country was 21.9% in 2022. All the above-mentioned factors drive the Chinese gelatin market.

China Soy Protein Market Trends

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## Growing Demand for Protein Rich Food Increases the Soybean Meal Consumption

- The high-protein trend is gaining a foothold in the country as protein claims on food and drink launches continue its growth path. Even though the share of products carrying high-protein claims is still low in Asian countries, the absolute number of high-protein food and drink introductions has experienced strong growth over the past years, making it high in protein and one of the strongest growing claims in the food and drink market. For instance, according to the Good Growth Co., in 2022, around 37% of Chinese respondents said they consumed plant-based meat once a month.
- Furthermore, the manufacturers of sports nutritional products widely prefer meals infused with protein such as soy protein due to its wide availability, strong amino acid profile, and easy digestibility; it is regarded as a 'complete protein.' Meanwhile, the consumption of protein-rich food such as soybean as a healthy meal has increased among fitness enthusiasts and active lifestyle consumers as it aids in gaining energy and muscle and supports weight management.
- As per the Soya Life Organization, soy provides a complete set of amino acids essential for muscle development during exercise, contributing to increased muscle size and strength when incorporating soy protein into your diet.
- Athletes who incorporate both soy and whey protein in their nutritional regimens may benefit from their different rates of digestion and amino acid absorption. Thus, the ongoing consumer demand for high protein/protein-rich food and beverages is driving the application of soy-protein ingredients actively across various end-user food and beverage industries.

## Increased Sports Participation Drives The Market

- China's rising middle class has become increasingly health-conscious, leading to a surge in sports participation. With more people engaging in physical activities, there is a growing demand for nutritious and protein-rich diets to support muscle growth and recovery. Soy protein, derived from soybeans, has gained popularity as a plant-based protein source due to its high-quality protein content, low saturated fat, and numerous health benefits.
- For instance, according to Soya Life Organization, soy does supply a full complement of amino acids for the exercising muscles - muscles will become larger and stronger with soy protein. Athletes who incorporate both soy and whey protein in their nutritional regimens may benefit from their different rates of digestion and amino acid absorption. Whey protein, together with soy- protein, may provide a more prolonged, deliberate release of amino acids to key muscle groups.
- Moreover, consumers and athletes are looking for natural and less processed nutritional solutions with proven benefits. Many soy-concentrate manufacturing companies are launching new nutritional solutions to support sports nutrition manufacturers. Plant-based diets are advised by organizations like the World Cancer Research Fund (WCRF) and the World Health Organization. The manufacturers of sports nutritional products widely prefer soy protein due to its wide availability, strong amino acid profile, and easy digestibility; it is regarded as a 'complete protein.'
- Soy Protein is a high-quality protein with a protein digestibility-corrected amino acid score (PDCAAS) of 1.00, which is close to some of the proteins from animal sources, such as meat and dairy. In addition, the Chinese government has been actively promoting sports participation as part of its efforts to enhance public health. This includes investments in sports infrastructure, the organization of sporting events, and campaigns encouraging citizens to engage in physical activities.

## China Soy Protein Industry Overview

The China soy protein market is highly competitive due to multiple regional and multinational companies offering a wide range of products and trying to maintain their leadership position in the market studied. Major players in the market include ADM, DuPont de Nemours, Inc., Cargill, Incorporated., Kerry Group, CJ Group, Bunge Limited, International Flavours and Fragrance Inc., China

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Foodstuff & Protein Group Co., Ltd., Crown Soya Protein Group Company, and, Wilmar International Limited. Holding a significant share of the market studied and embarking on business strategies, including product innovations, partnerships, strengthening their hold over online and offline marketing, and mergers & acquisitions to expand their visibility and portfolio of offerings, thus augmenting the growth of the market.

Additional Benefits:

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

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