

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

Market Report | 2024-02-17 | 123 pages | Mordor Intelligence

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### **Report description:**

The Europe casein and caseinates market was valued at USD 285.1 million for the current year and is projected to register a CAGR of 4.0% over the next five years.

#### Key Highlights

- Demand in the European market is influenced by rising consumer awareness of the health advantages of protein-rich goods like casein and caseinates. High-quality proteins like casein and caseinates are sought after by customers looking to make better dietary decisions. There is a growing demand for casein and caseinates, which are frequently utilized in protein supplements for athletes and increasing fitness individuals.
- For instance, Fitness sports will be the leading sports type in Germany in 2022, with 9.26 million members, according to the German Olympic Sports Federation (German: Deutscher Olympischer Sportbund (DOS)). Higher-quality casein and caseinate products have been produced as a result of advancements in processing methods and technology, which help the market grow.
- Numerous culinary products, including cheese, yogurt, and baked goods, contain casein and caseinates as beneficial ingredients, which helps the market expand. Consumers concerned about the ill effects of carbonated beverages are turning toward protein-fortified drinks, which is boosting the application of casein in the food and beverages sector. Casein and caseinates are also used in protein supplements.
- The increasing consumption of supplements drives market growth. For instance, the turnover of the food supplements industry in France was EUR 2,313.5 million (USD 2730.53 million) in 2021, according to the Federation of E-Commerce and Distance Selling (FEVAD). The projected growth of casein and caseinate in the sector is attributed to their functional characteristics that led to continued market innovation and research.

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## Europe Casein And Caseinates Market Trends

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

- The market for casein and caseinates in Europe is being driven by the growing use of these ingredients in protein-rich foods. High-quality casein and caseinate proteins are obtained from milk. They have a variety of functional qualities, including emulsification, thickening, and gelling, making them valuable components in the food and beverage sector. Food manufacturers mainly use caseins and caseinates, as they are the complete proteins and improve the mouthfeel, texture, and color of end products.
- Also, dairy industries account for the highest demand, owing to their functionalities. Other than protein enrichment, they act as stabilizers and bind much water, thereby extending yogurt gel stability before syneresis and loss of gel structure.
- Demand for various casein and caseinates-related products, such as weightlifting bars and supplements, is anticipated to rise as a result of the move-food transition trend and cultural transformations brought on by fast-paced lifestyles.
- Additionally, many companies are adding anti-allergic qualities. Products made with casein and caseinates are anticipated to gain popularity among consumers and boost players' sales and revenues in Europe.
- The food and beverage sector is followed by the supplements sector, which is led by the rising application of caseins in products like sports drinks, bodybuilding supplements, and protein shakes.
- For instance, in June 2021, Max Protein launched protein peanut butter in five variants: classic crunchy, spicy chutney, choco creamy, tangy tomato, and classic creamy. Casein and caseinates are advantageous due to the fact that they are produced from milk, which is in line with customer demands for recognizable and wholesome ingredients in their food selections. These ingredients are becoming more popular due to their clean-label and natural constituents.

### United Kingdom Holds the Largest Market Share

- The United Kingdom holds the largest market share by country, majorly driven by the supplement sector. The demand for products with high levels of protein has increased as consumers' awareness of health and fitness has risen in the United Kingdom. Casein and caseinates have become more well-liked as reliable sources of protein, particularly among athletes, fitness fanatics, and people looking for dietary supplements.
- Ingredients' ability to sustain muscle mass, joint health, and flexibility, along with recovering from sports injuries, makes it an ideal option for the increasing athlete population in the country. For instance, in 2022, the number of professional sports players in the United Kingdom was 12.9 Thousands, according to the Office for National Statistics (UK).
- The United Kingdom market has seen a rising preference for functional foods that offer additional health benefits. This tendency is supported by the functional qualities of casein and caseinates, such as improved texture, prolonged shelf life, and increased nutritional content. The United Kingdom imports protein supplements from the Netherlands to meet the rising demand for protein supplement products.
- For instance, the import value of protein supplements from the Netherlands to the United Kingdom was USD 29.17 million in 2022, according to the UN Comtrade. The strong food processing and manufacturing industry in the nation has made it easier to incorporate these proteins into a variety of products.

### Europe Casein And Caseinates Industry Overview

The Europe casein and caseinates market is moderately consolidated, with the top companies occupying a major share. The major players in this market are Agrial Group, Arla Foods amba, Lactoprot Deutschland GmbH, Royal FrieslandCampina NV, and

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Savencia Fromage & Dairy (sorted alphabetically). The major players typically use corporate strategies such as product innovation, mergers, and acquisitions in order to strengthen their presence in the market studied.

Additional Benefits:

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

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