

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

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### **Report description:**

The France whey protein market is expected to grow from USD 24.57 million in 2024 at a CAGR of 4.13% during the forecast period.

#### Key Highlights

-Whey protein is more in demand as people are becoming more aware of healthier lives and balanced diets. Consumers are becoming more aware of whey protein due to the regular protein supplement recommendations made in fitness and sports clubs for mass gain, strength gain, and weight loss. Additionally, an increasing number of fitness clubs with large training areas, state-of-the-art equipment, and a wide range of sports activities are attracting the young population to stay fit.

-For instance, in February 2022, Berlin's famous and finest fitness club, John Reed, opened its first French club in the So Ouest shopping center in Levallois-Perret, Paris. Such clubs offering courses like spinning, HIIT, body shaping, yoga, pilates, or barre are expected to raise the consumption of whey protein.

-Moreover, increasing innovation in the production of whey protein products that have a wide variety of amino acids that aid in carrying out specific tasks, such as weight loss, energy balancing, muscle repair, and satiety, by various producers is anticipated to create enormous market potential. Furthermore, consumers in the country are also looking for simple recipes made from a few ingredients that are naturally healthy and minimally processed with more transparency and traceability. Hence, manufacturers are keen on launching products with minimal artificial ingredients.

-For instance, in November 2022, Lactalis Ingredients launched a range of instant whey proteins produced with sunflower lecithin. The company claimed that sunflower lecithin is hypoallergenic, sustainable, and does not need to be declared as an allergen. Such developments in the market are expected to increase the need and demand for whey protein in the country during the forecast period.

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## France Whey Protein Market Trends

### Whey Protein Concentrates Dominating The Market

- Concentrated whey contains a variety of physiologically active, health-promoting ingredients that are also present in whole milk, which is increasing the demand for a concentrated form of whey protein in the country. The protein concentration of whey protein concentrates depends on how concentrated they are, with the majority of whey concentrates comprising between 70 and 80% protein. Whey protein concentrates have a larger amount of lactose than the isolation form.
- Additionally, whey protein concentrate is often cheaper than isolate and offers the same great benefits for muscle growth, maintenance, and overall recovery with the added perk of being packed with bioavailable peptides. Apart from these, multi-functionalities associated with whey protein concentrates, such as easily digestible, efficient processing, and economic applications, have been a few significant factors augmenting the market growth in the country. Owing to the increasing demand for the concentrated form of whey protein, many manufacturers are introducing concentrate ingredients with higher protein content, good solubility, and dispersibility.
- For instance, in December 2021, Eurial Ingredients & Nutrition (I&N) revealed its latest whey protein concentrate ingredient, EuriNutri WPC 80, indicating 80% protein content. The company claimed that the whey protein concentrate comes from 'sweet whey' from its Herbignac plant in Brittany, France. Such developments happening in the country are expected to produce concentrated whey protein products with high quality, thus addressing the increasing demand.

### High Demand From Sports and Performance Nutrition Industry

- French consumers who want to live a healthy, active lifestyle and the ones who are recreationally active are increasingly opting for some type of sports nutrition product, with a view to complement their workout sessions and to get more purified nutrients, effective to produce the desired physique. Thus, the sports and performance nutrition segment has accounted for the maximum share of the market in terms of application.
- Also, demand for whey protein in France is expected to increase due to the growth in infant formulae, coupled with the increasing demand from functional food and other nutrition sectors. Notably, fortified protein products like whey protein are likely to attain a high growth rate in the forecast period.
- Additionally, the growing young population is expected to increase the number of sports and gym activities in the country, thus raising the demand for whey protein in the country. For instance, according to the World Bank, in 2021, about 61.42% of the population in France fell into the 15-64 age group, accounting for the largest share of the total population.
- Moreover, the growing middle class is increasingly inclining toward acceptance of physical activities, like walking, running, weekend trekking, etc., and for the millennial population and professional sportspeople residing in France, fitness, and sports are not prerogatives; it is a lifestyle. This is expected to account for the steady growth of the whey protein market in the country.

### France Whey Protein Industry Overview

The France whey protein market is highly fragmented due to several small and international players involved in the country's manufacturing and distribution of whey protein products. Major players in the country are focusing on product innovation and advertising their products through fitness enthusiasts across the country to spread awareness regarding the health benefits of consuming whey protein. Furthermore, companies engage in capacity expansions, strategic partnerships, product portfolio expansions, and mergers & acquisitions to gain a competitive edge. The France whey protein market is catered to by players such

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as Lactalis, Arla Foods amba, Glanbia plc, Carbery Group, Champignon-Hofmeister Group, Fonterra Co-operative Group Limited, FrieslandCampina Ingredients, and others.

Additional Benefits:

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

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