

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

Market Report | 2024-02-17 | 90 pages | Mordor Intelligence

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### **Report description:**

The Germany whey protein market is valued at USD 59.2 million in the current year and is projected to register a CAGR of 7.57% during the forecast period.

#### Key Highlights

- The sportification of non-athletes and increased demand for performance nutrition and beverages are driving the growth of the market. However, the undefined regulatory guidelines, health/safety concerns when use is not regulated, and the competition from plant proteins act as restraints to the growth of the market studied.
- Further, the market studied has a considerable opportunity, with increasing awareness about the availability of healthy products in the market. Product innovations and burgeoning demand from the developing regions offer opportunities for the growth of the market studied.
- Owing to their popularity and low price, whey protein concentrates are in high demand. However, the demand for blends of concentrates and hydrolyzed whey protein is on the rise. Whey protein can help those who aim to reduce their appetite and add muscle mass in the body by helping repair the muscle cells after exercise and stimulate the muscle to grow optimally.
- Whey protein, with its high-protein quality score and a high percentage of branched-chain amino acids (BCAAs), has long been popular in the exercise and fitness industry as a muscle-building supplement. Additionally, the increasing consumption of protein formulation among infants is another factor anticipated to drive the market over the forecast period.

### Germany Whey Protein Market Trends

Increasing Sportification is Driving the Market Growth

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- Rising trends of urbanization, expanding geriatric population, lifestyle changes among people, and an increasing female workforce are the factors that make consumers look for health and wellness food options.
- The demand for protein-fortified food is growing to meet the daily dietary requirements, owing to which whey proteins have emerged from being a low-profile commodity to a value-enhancing ingredient.
- Furthermore, the burgeoning demand within the sports industry has fueled substantial expansion in the market for whey protein-based products. As exercise increasingly becomes an integral component of people's daily lives, the rising demand for energy drinks and bars is a clear indicator of this trend.
- Consequently, this trend is expected to drive growth in the whey protein market. Whey protein plays a pivotal role in assisting individuals striving to curb their appetite and build lean muscle mass. It accomplishes this by facilitating the repair of muscle cells post-exercise and optimizing muscle growth.
- With a great focus on overall health and consumers' interest in clean-label products, the demand for natural ingredients has been growing in the sports nutrition sector. Ingredients, such as organic and grass-fed whey, have gained prominence due to both health as well as ethical concerns. Thus, the growing sportification in the country is driving the growth of the market.

#### Increasing Demand for Functional/Fortified Food

- Consumers' understanding of the impact of nutrition on physical and mental well-being has enhanced over the years. The awareness regarding the health benefits of functional foods in protecting against diseases such as cancer, heart disease, diabetes, etc., is rising.
- Therefore, the positive impact of functional foods on one's health is supporting market demand and growth. The demand for functional and fortified food is rising in the market, which is increasing the demand for fortified dairy products that majorly contain whey protein.
- Factors such as the rising demand for probiotic food by health-conscious consumers primarily drive the market. Additionally, various dairy-based products containing whey protein are being increasingly customized to create offerings, such as low-fat, low-sugar, probiotic, and fortified products.
- Hence, manufacturers have been investing in product development to introduce fortified food like yogurt in various formats to garner attention from consumers, especially the younger generation. Moreover, whey protein-based fixings are utilized as a strong milk source in the definition of milk chocolate seasoned coatings for candy bars, ice creams, and other enrobing applications, supplanting skim milk powder. Therefore, the increasing application of whey protein in functional and fortified food is increasing its demand in the market.

#### Germany Whey Protein Industry Overview

Germany's whey protein market is fragmented and is driven by various active players. The major players have used several strategies, such as new product launches, expansions, joint ventures, partnerships, acquisitions, and others, to increase market growth. There are numerous prominent players in the market, such as Fonterra Co-operative Group, Glanbia Plc, Arla Foods amba, Lactalis, and DMK Deutsches Milchkontor GmbH, among others. The key players in the market are focused on product innovation in whey protein manufacturing using high-end manufacturing in order to cater to a larger customer base in the country.

#### Additional Benefits:

- The market estimate (ME) sheet in Excel format

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