

India Pea Protein - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

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Report description:

The India pea protein market is expected to grow from USD 101.89 million in 2024 at a CAGR of 6.14% over the next five years.

Key Highlights

-The demand for plant protein ingredients is increasing in the country owing to the increasing demand for plant-based and vegan food products. The increasingly fitness-conscious population and a gradual shift to vegan protein diets from consuming meat products are the factors driving the demand for pea protein in the country. >The products like protein isolates and concentrates are used in different meat alternatives like burgers, sandwiches, hot dogs, and many more. Pea protein gives the same texture and flavor as meat alternatives and also provides more nutrition than animal protein products. The market players are also using pea protein in infant formulas and baby food as they are easily digestible.

-Furthermore, the use of pea protein in other applications like personal care, cosmetics, and animal feed is also increasing. Feed manufacturers are using pea protein in animal feed to increase its functionality. Because of this, the overall health and production capacity of animals is claimed to be increased. Also, pea proteins remove dirt, dust, and impurities from the skin, which are being used in personal care products as well.

-Consumer demand for non-GMO, organic, and gluten-free products is increasing due to increasing health awareness. The use of pea protein in plant-based supplements is also increasing due to rising preventive health care among millennials and baby boomers. Over the medium term, the demand for pea protein is expected to increase owing to the increasing demand for plant proteins and meat and dairy alternatives.

India Pea Protein Market Trends

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Increasing Demand for Protein Ingredients

- Consumer demand for plant protein ingredients is increasing in the region owing to the increasing demand for healthy meat alternatives in the country. The majority of the population in India is vegetarian, and therefore, the consumption of vegetarian and vegan products is higher in the country. Consumer awareness about the consumption of organic and clean-label products is increasing, and their demand for organic and non-GMO food is also increasing in the country.
- Owing to this, the market players are trying to innovate new products in the market. Also, the use of organic pea protein in animal feed and cosmetic products. Pea protein removes dirt on the skin and makes it radiant. As consumer demand for clean-label beauty products is increasing, the demand for pea protein is also increasing. In animal feed, pea protein provides nutrition and improves the overall health of animals. Roquette Freres provides Lysamine, a pea protein used in animal feed as well as food and beverage.

Increasing Demand for Pea Protein Concentrates and Isolates

- The consumption of protein isolates and protein concentrates is increasing in the country owing to the increasing fitness consciousness. Consumers are opting for the consumption of protein isolates and concentrates after working out and going to the gym. The market players are innovating new protein isolates and concentrating on plant-based proteins in them to increase their functionality and solubility.
- Pea protein isolates or concentrate is additionally utilized in the sports nutrition industry as a result of its high healthy protein material as well as amino acid profile. As the consumption of sports nutrition products is increasing, the market for pea protein is expected to grow over the medium term. Also, protein concentrates and isolates are used in meat alternative products like burgers, sandwiches, and many more.
- The market players provide pea protein isolates and concentrates in the country to cater to increasing demand. For instance, As-It-Is Nutrition provides pea protein isolate through its website and Amazon as well.

India Pea Protein Industry Overview

The India pea protein market is fragmented, with regional and global players dominating the market. The prominent players in the market include Archer Daniels Midland Company, DuPont de Nemours Inc., Ingredion Incorporated, Rajvi Enterprises, and Titan Biotech. The market players are adopting strategies like product innovation, mergers & acquisitions, partnerships, and expansions to cater to the growing demand for pea protein.

Additional Benefits:

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

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