

Italy Whey Protein - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

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Report description:

Italy's whey protein market was valued at USD 28.7 million for the current year and is projected to register a CAGR of 5.40% over the next five years.

Key Highlights

- The whey protein market in Italy is mainly driven by highly matured sports nutrition and functional beverage ingredients. The essential objective of whey protein supplements is to improve muscle growth and development. Eating whey protein supplements before the workout enhances muscle recovery, as it increases the free amino acids in the body. The increasing number of health & fitness clubs/centers facilitates the growth of the whey protein market in the country.
- According to the National Union of Chambers of Commerce, Industry, Crafts, and Agriculture (Italian: Unione Nazionale delle Camere di Commercio, Industria, Artigianato e Agricoltura (Unioncamere)) report, the number of gyms in the Lazio region of Italy rose by 39.5% from 2014 to 2020. The Italian population is more inclined towards ancestral and original foods, making them prefer raw or freshly prepared cheese over the Whey supplement, in turn resulting in a slower market growth rate.
- Furthermore, rising awareness among the masses to be fit and remain in shape, along with enhancing the body's immunity, is anticipated to drive the demand for whey protein in the region. The increasing number of muscle and fitness enthusiasts has boosted a growing consumer demand for protein sports beverages, specialized nutritional drinks, and nutritional snack bars. This is anticipated to help the product gain traction in the fitness care segment during the estimated timeframe.
- Food and beverage manufacturers are increasingly incorporating functional whey protein into their packaged products. This shift in formulation is driven by evolving consumer preferences, primarily because whey protein offers a compelling advantage-it can effectively substitute high-fat and costly ingredients like cream cheese, milk, and butter. Moreover, the inclusion of whey protein allows manufacturers to retain the authentic appearance, flavor, and texture of their products. This adaptation has the potential to generate a notable uptick in product demand within the country.

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Italy Whey Protein Market Trends

Growing consumer preference of high protein diet

- Fitness has become ingrained in Italy's culture, steadily gaining ground as a means to achieve enhanced physical well-being and overall health. Notably, the consumption of protein-rich diets has experienced a significant upsurge over the years, mirroring the growing health consciousness among Italians.
- With the busy lifestyle, consumers can not consume a nutritionally rich diet on a daily basis, which has prompted the consumer to seek nutrients from packed food products. Hence, food manufacturers fortify food products with nutritious ingredients such as whey protein. Therefore, the production of whey protein powder has been surging in the region in the past few years and is expected to continue in the same way in the forecast period.
- Also, the expanding food industry in the country experienced a demand for high-quality protein ingredients from consumers, in turn driving the market for whey protein in the region. Sport has become a component of an active, healthy lifestyle sought after by many consumers. This active way of life has an effect on the explosion in the use of gyms and the consumption of sports nutrition products.
- Moreover, growing demand from the health, performance, and sports industries has led to significant growth in the whey protein-based product market. Moreover, it is observed that the Italians are spending more on Supplements than other European nations. As per a Mediobanca study in 2020, in Italy, food supplements expenditure per capita was valued at EUR 63.6 (USD 75.048). At the same time, food-processing industries are using whey protein for manufacturing health drinks. In Italy, the growing middle-class population and economic growth have led to an increase in the consumption rate of health drinks.
- Awareness among the masses to be fit and remain in shape, along with enhancing the body's immunity, has led to significant growth in demand for whey protein in urban areas. This increase in the number of muscle and fitness enthusiasts has prompted a growing consumer demand for protein sports beverages, specialized nutritional drinks, nutritional snack bars, and other products that are designed to optimize athletic performance.

Whey Protein Concentrate hold major share.

- The whey protein concentrate segment dominated the Italian market owing to its increasing application in various industries. Whey Protein Concentrate is a low-cost alternative for blending caramel with superior flavor and processability. It is employed in a variety of applications, such as the manufacturing of yogurt, beverages, and dairy desserts.
- Moreover, these concentrates are used to fortify infant nutrition and food products with protein. Demand for high-quality and premium whey protein ingredients, such as whey protein hydrolysates (WPH), whey protein isolate (WPI), and WPC80, are growing at a significant pace due to their application in nutrition sectors, such as clinical nutrition and sports food, among others.
- The whey protein concentrate segment held a significant share during the forecasted period owing to favorable regulatory support, such as from the Food and Drug Administration, for these proteins to be employed in a wide range of food applications, which is expected to drive the segment in the coming years.
- Also, with the growing 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. Owing to the above factors, the whey protein concentrates segment witnessed growth in the market studied.

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Italy Whey Protein Industry Overview

The key players in Italy's whey protein market, with their product portfolio, research & development, strategic initiatives, and commitment to meeting consumer demands, play a major role in maintaining market stability. Some of the major key players in the market are Arla Foods, Agrial Enterprise, Glanbia Plc, Lactoprot Deutschland, and Koninklijke FrieslandCampina N.V., among others.

Additional Benefits:

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

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