

## **Japan Animal 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 Japan animal protein market was valued at USD 221.7 million for the current year and is projected to register a CAGR of 1.92% over the next five years.

#### Key Highlights

- Egg protein is gaining traction in the market owing to its high penetration in bakeries, condiments/sauces, and animal feed. Moreover, the food and beverage (F&B) sector also dominates the market, mainly led by condiments/sauces and snacks, due to protein's functionalities that make it a highly preferred ingredient in this sector.
- The demand for skin-boosting foods boosts the demand for gelatin, making it the fastest-growing segment. By form, the segment is majorly dominated by animal-sourced gelatin. Additionally, protein-enriched skin, body, and hair care products are on the rise. Players offering protein ingredients with distinct concentrations as per need are boosting the segment.
- In Japan, the popularity of animal protein products is mostly influenced by Western culture and global trends. The promotion of animal protein products by the application industries and marketing initiatives might further influence the growing demand. As a result, manufacturers are launching innovative products to address the changing needs of the industry.
- For instance, in January 2021, Rousselot, a Darling Ingredients' brand producing collagen-based solutions, launched MSC-certified marine collagen peptides, Peptan, at the virtual Beauty & Skincare Formulation Conference 2021. This ingredient is sourced from 100% wild-caught marine white fish, certified by the Marine Stewardship Council (MSC), and is majorly used in premium nutricosmetics and dietary supplements. These factors act as major drivers for the Japan Animal Protein Market.

#### Japan Animal Protein Market Trends

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## Growing Trend and Increasing Inclination towards Protein-rich Functional Food and Beverages

- Protein-rich food and beverages remained the largest segment in terms of animal protein consumption. Companies are launching innovative products infused with proteins, further boosting their value sales. For instance, Suntory Beverage & Food Ltd launched yogurt-flavored bottled water in Japan, blended with 'perfectly balanced' whey protein. Further, the increasing influence of social media is also elevating protein demand among the younger generation. The phrase 'protein girls' is very common in Japan, especially on Instagram.
- Due to the popularity of consuming extra protein in snack form, the expansion of these proteins is being seen in Japan's convenience stores. Therefore, manufacturers are investing their capital in research and development to launch innovative products.
- For instance, in March 2021, Arla Foods Ingredients launched Lacprodan ISO Clear, which is a whey protein isolate developed to fortify functional beverages without cloudiness, graininess, or off-taste. It has a protein content of 90%, offers high heat stability, and is clear in solution, making it suitable for pasteurized or ultra-high-temperature (UHT)-processed drinks. Hence, all the above-mentioned factors positively drive the market.

## Whey Protein holds the Significant Market Share in Japan Animal Protein

- The demand for protein supplements like whey protein tends to increase as people grow more health-conscious and interested in fitness activities. Whey protein is a type of protein supplement that is increasingly popular as people become more health-conscious, engage in fitness-related activities, and address their various nutritional needs.
- Additionally, manufacturers are launching innovative protein powders for different application purposes. For instance, in February 2021, Arla Foods Ingredients, which is a global leader in natural whey ingredients, announced the launch of its new dry-blend protein ingredient, Lacprodan Premium ALPHA-10, rich in alpha-lactalbumin, ideally used in infant formula products. Arla claims it to be the first protein ingredient designed for dry blending, a process that allows manufacturers to reduce energy usage and production costs.
- Moreover, the increasing import value of whey protein in Japan also indicates the growing demand for the animal protein market in Japan. For instance, according to the UN Comtrade data, the import value of whey in Japan accounted for USD 186.354 million in 2022, which is a significant increase from 2021, which accounted for USD 139.627 million. Therefore, all these factors act as major drivers for the animal protein market in the country.

## Japan Animal Protein Industry Overview

The Japan animal protein market is consolidated. The major foreign players in the market are Arla Foods, Darling Ingredients Inc., Kerry Group PLC, Lacto Japan Co. Ltd, and Royal FrieslandCampina NV (sorted alphabetically). Further, the companies have been introducing new and innovative ingredients using animal proteins so as to make their product unique from the existing products. Owing to the rapidly developing nature of the market, new product innovation has become the most commonly used strategy among all, as it helps in understanding the changing needs of the various application industries in the market.

### Additional Benefits:

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

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