

## **North America Casein And Caseinate - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029**

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### **Report description:**

The North American casein and caseinate Market was valued at USD 343 million for the current year and is projected to register a CAGR of 4.93% over the next five years.

#### Key Highlights

- The rising demand for foods high in protein, particularly in the functional food and sports nutrition sectors, drives the market growth. For muscle rehabilitation and maintenance, athletes and fitness enthusiasts prefer the valuable protein sources casein and caseinate because of their slow digestion. Demand for sports nutrition is rising as a rising number of sports enthusiasts.
- For instance, The share of the population who take part in team sports in the United States was 23.2% in 2022, according to the Physical Activity Council. The market expanded as a result of the growing use of casein and caseinate in numerous food applications, including cheese, bread goods, and beverages. These proteins are versatile ingredients for food producers since they provide functions like stabilizing, thickening, and emulsification.
- Moreover, because casein and caseinate come from milk and are considered more natural than some synthetic options, increased awareness of protein's health benefits and a preference for natural, clean-label products have also driven up demand.
- For instance, 22% of consumers choose only clean-label ingredient food in the United States, according to the International Food Information Council's (IFIC) food and health survey. Consumers concerned about the ill effects of carbonated beverages are turning toward protein-fortified drinks, thus boosting the application of casein in the food and beverage (F&B) sector. The rising rates of gym memberships and recommendations for protein consumption by trainers are likely to propel the growth of supplements during the forecast period.

North America Casein And Caseinate Market Trends

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## Rising Consumer Awareness about Health and Fitness

- The rising awareness of health and fitness has a significant impact on the casein and caseinates market. As customers' awareness of their health increases, they look for dietary options that are nourishing and high in protein. High-quality proteins from milk known as casein and caseinates are becoming more popular since they have a number of health advantages, like enhanced satiety, sustained energy, and muscle rehabilitation.
- For instance, 67% of American consumers consume protein as a nutrient in the United States, according to the International Food Information Council (IFIC). The protein casein has a slow rate of digestion. It releases amino acids into the bloodstream steadily and continuously, which makes it a great option for muscle growth and repair, particularly when taken just before bed or during extended fasts. According to the IFIC, 19% of consumers increased their consumption of dairy protein in 2022.
- Casein helps in increasing bone density and lowers the risk of osteoporosis when consumed regularly. Further fueling the market expansion for these substances is the frequent use of functional food, dietary supplements, and sports nutrition products. For instance, 31% of consumers were familiar with and consumed whey proteins in the United States in 2021, according to the International Food Information Council (IFIC).
- The casein and caseinates market is growing mainly because of the trend toward healthier living and the increasing desire for high-protein products. To meet the growing demand for protein-rich foods, Canada imports casein from the United States. In 2022, for example, Canada imported casein from the United States valued at USD 446.62 million, as reported by the UN Comtrade.

## United States Holds The largest Market Share

- The United States primarily led the market in undefined. The US market is majorly supplement-oriented, and a major of casein and caseinate volume being consumed in the country is demanded from the supplements industry. For instance, in the United States, 19% of consumers increased their consumption of dairy protein in 2022, according to the International Food Information Council.
- Companies are trying to strengthen their foothold in the market by boosting their production units, further benefitting the market value. Increasingly, consumers are looking for products with clean labels that emphasize natural and minimally processed ingredients. Being derived from milk, casein and caseinates frequently meet this requirement, making them appealing solutions for both food producers and consumers.
- The fitness and sports nutrition sectors are expanding significantly. Athletes and people interested in fitness look for dairy protein supplements to help with muscle rehabilitation and performance in the United States. Hence, the demand for casein protein is rising with a growing number of athletes. For instance, the number of NCAA student-athletes in the United States was 293,105 male and 229,060 female in 2022, according to the National Collegiate Athletic Association.
- The ability of caseins to be slowly digested, which is highly demanded in goods like meal replacement or weight loss products, is the main reason for the increasing application of caseins and caseinates in the food and beverage segment. To prevent disease or help with current health problems, consumers are turning more frequently to dairy-based products and other goods with beneficial ingredients. As casein contains substantially less lactose than other dairy products, people with lactose sensitivity typically tolerate it well.

## North America Casein And Caseinate Industry Overview

The North America casein and caseinate market is moderately consolidated, with the top five companies occupying a major share. The major players in this market are Arla Foods amba, Farbest-Tallman Foods Corporation, Fonterra Co-operative Group

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Limited, FrieslandCampina Ingredients, and Milk Specialties Global (sorted alphabetically). The major players focus on product development, mergers and acquisitions, partnerships, and expansion to strengthen their position in the market. High investments in R&D activities and product innovations have led them to gain a major market share.

Additional Benefits:

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

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