

North America Milk Protein - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

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Report description:

The North America milk protein market was valued at USD 220.7 million for the current year and is projected to register a CAGR of 4.34% over the next five years.

Key Highlights

- The rise in health and awareness of nutritional content has pushed the market for functional and fortified foods, creating demand for milk protein ingredients across the region. Manufacturers have been using dairy ingredients since they have versatile functional and nutritional properties, such as providing richness, texture, flavor, and color to food products. Additionally, there is an increased awareness about milk protein as consumers are maintaining a healthy lifestyle, as dairy proteins are rich in protein and have a superior content of amino acids.
- For instance, the rising participation of women in the labor force might reduce breastfeeding and thus shift the working mother's focus toward infant formula, as it offers essential nutritional needs for the baby's growth. Milk protein concentrate is one of the essential components of infant formula, which is likely to accelerate the growth of the milk protein ingredients market.
- Furthermore, technological innovations are accelerating the growth of milk protein isolates in the market. For instance, Kerry Group PLC has developed Ultramor, which is spray-dried milk protein isolates acquired by an ultra-filtered membrane. Ultramor milk protein isolates are greatly appropriate for value-added nutritional applications such as dietic formulation, nutritional beverages, bars, and cereals, as per the company.
- However, owing to an increasing trend of a vegan diet in the region, many people are switching to plant-based dairy products. Also, people who are lactose intolerant may not be able to digest the products properly; thus, these factors are expected to restrain the growth of the market

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North America Milk Protein Market Trends

Consumer Inclination toward Protein-rich Food driving the Market

- The high-protein trend is gaining a foothold in the North American region as protein claims on food and drink launches continue its growth path. The absolute number of high-protein food and drink introductions has experienced strong growth over the past years, making it high in protein and one of the strongest growing claims in the food and drink market.
- Consumers in the region are prompting food and beverage manufacturers to include functional whey protein in the packed food products as it helps to replace the high-fat ingredients and maintains the same flavor and texture similar to the original formulation. Thus, the growing consumer demand for whey protein in packed food products is further propelling the growth of milk protein in the market.
- For instance, in June 2022, NZMP Fonterra's global ingredients business entered into a joint venture with Tillamook Country Creamery Association (TCCA) and Three Mile Canyon farms in the United States. It launched Pro-Optima™, a grade A functional whey protein concentrate, to the market.
- Furthermore, sportspersons and athletes are looking for natural and less processed nutritional solutions with proven benefits. Many milk protein manufacturing companies are launching new nutritional solutions to support sports nutrition manufacturers. For instance, in December 2021, Lactalis Ingredients launched high-protein concepts with two native protein sources, including Ponativ's Native Micellar Casein and Pronativ's Native Whey Protein, targeting sports nutrition and healthy aging.
- Thus, the ongoing consumer demand for high protein/protein-rich food and beverages is driving the application of milk protein ingredients actively across various end-user food and beverage industries in the region.

United States Holds the Major Share in the Market

- The prominence of nutritional enrichment in food and beverage products is growing. This is in line with the rising awareness in the market for maintaining a healthy lifestyle among different individuals and has a strong positive impact on milk proteins in the country. Moreover, the multifunctionality of milk proteins in different end-user industries in the country, such as bakery, confectionery, nutritional beverage, and dairy, is escalating the demand for the same in the country.
- Additionally, the demand for clean labels and organic products is increasing in the market. In turn, the demand for organic as well as clean-label milk proteins is increasing from the various end-user industries. This has led to an increase in the number of product innovations as well as mergers in the country, catering to the growing trend in the market; thereby, it is expected to drive demand for the market studied in the United States. Alongside this, the growing number of athletes in the country has increased the demand for whey protein ingredients, as it is commonly used in various sports drinks, energy drinks, and other functional foods and beverages.
- For instance, in June 2022, Fonterra Co-Operative Group entered a joint venture with Three Mile Canyon Farms as well as Tillamook County Creamery Association (TCCA) in the United States. This joint venture resulted in the launch of a whey protein concentrate on the market, namely, Pro-Optima™. This ingredient is a functional whey protein concentrate of Grade A quality.

North America Milk Protein Industry Overview

The North America milk protein market is highly fragmented, with companies including Fonterra Co-operative Group Limited, FrieslandCampina Ingredients, Glanbia PLC, Groupe Lactalis, and Milk Specialties Global occupying the major share in the market. The leading players focus on increasing their product offerings, thus producing a more comprehensive range of milk proteins. Additionally, these companies are increasing their investments in research and development (R&D) to develop products that are

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in line with customer needs. Moreover, companies are also focused on mergers & acquisitions and strategic partnerships to expand their geographical presence and strengthen their market position across international markets.

Additional Benefits:

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

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS

4.1 Market Drivers

4.1.1 Consumer Inclination toward Protein-Rich Food driving the Market

4.1.2 Sustainable Milk Production Is Supporting The Milk Protein Ingredients Demand

4.2 Market Restraint

4.2.1 Increasing Market Penetration of Milk Protein Alternatives

5 Market Segmentation

5.1 Form

5.1.1 Concentrate

5.1.2 Isolate

5.1.3 Hydrolyzed

5.2 Application

5.2.1 Bakery and Confectionery

5.2.2 Infant Milk Formula

5.2.3 Dairy Products

5.2.4 Sports and Clinical Nutrition

5.2.5 Other Applications

5.3 Country

5.3.1 United States

5.3.2 Canada

5.3.3 Mexico

5.3.4 Rest of North America

6 Competitive Landscape

6.1 Most Adopted Strategies

6.2 Market Share Analysis

6.3 Company Profiles

6.3.1 Fonterra Co-operative Group Limited

6.3.2 FrieslandCampina Ingredients

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- 6.3.3 Glanbia PLC
- 6.3.4 Groupe Lactalis
- 6.3.5 Hoogwegt Group
- 6.3.6 Kerry Group PLC
- 6.3.7 Milk Specialties Global
- 6.3.8 Dairy Farmers Of America
- 6.3.9 Arla Foods Amba
- 6.3.10 Farbest-Tallman Foods Corporation

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

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