

## **United Kingdom Casein And Caseinates - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029**

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### **Report description:**

The United Kingdom casein and caseinates market size is expected to grow from USD 49.34 million in 2024 at a CAGR of 5.20% over the next few years.

#### Key Highlights

- Casein and caseinate are associated with certain health benefits, such as improved bone health and calcium absorption. This has piqued the interest of health-conscious consumers, further driving demand. Also, casein is derived from dairy, and plant-based caseinates have emerged as alternatives to cater to the rising demand for vegan and plant-based products in the United Kingdom. This diversification of product offerings has expanded the consumer base for casein and caseinate products.
- Caseinate ingredients are used in baked goods, such as cheesecakes, puddings, frostings, and whipped toppings. Besides, the increasing applications of casein in the cosmetics and personal care industry, especially as hair and skin conditioning and emulsifying agents, are providing new opportunities for manufacturers to increase their market shares. Casein and caseinates have been widely used in dietary supplements.
- Furthermore, whey protein concentrates (WPC), whey protein isolates (WPI), and dairy-derived whey have become ingredients of choice in manufacturing ready-to-drink protein shakes and high-protein meal replacements. For instance, according to the Office for National Statistics (UK), in 2021, the total sales value for protein concentrates manufactured in the United Kingdom (UK) surpassed GBP 463 million (USD 634.31 million).
- Over the years, dairy protein concentrate has become an ingredient of choice in manufacturing ready-to-drink protein shakes and high-protein meal replacements. The increasing range of applications of casein in the cosmetics and personal care industry, particularly as emulsifying agents and hair and skin conditioners, are providing new opportunities for casein manufacturers to increase their market share.

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## United Kingdom Casein And Caseinates Market Trends

### Increasing Demand For Protein-rich Food Products

- The increasing demand for protein-rich food and the easy availability of casein protein is driving the casein and caseinates market worldwide, mainly due to the increasing number of health and fitness centers and rising health consciousness among consumers. Functional advancements, including muscle repair, energy boosting, and weight loss, rising usage of protein-based meal replacements, and surging consumer demand for greater ingredient traceability and authenticity are likely to augment the demand for casein and caseinates over the forecast period.
- According to the Office for National Statistics (UK), protein concentrate sales exceeded GBP 463 million (USD 634.31 million) in 2021. Manufacturers are incorporating casein and caseinate into various functional foods, such as protein bars, beverages, and ready-to-eat meals. This has made it convenient for consumers to incorporate protein into their daily diets.
- Furthermore, caseins are widely used in dietary supplement products, which are in high demand among professional athletes, mainly due to their high protein and low-fat content. Hydrolyzed casein and caseinate products are driven by their increasing application in the market's sports nutrition and clinical nutrition segments due to their ease of absorption compared to other whey protein ingredients available. This trend is mainly due to the presence of di- and tripeptides that enhance the absorption of protein by the human body. For instance, according to Sport England, approximately 353 thousand adults in England played cricket every month in 2022. All the above-mentioned factors drive the United Kingdom's casein and caseinate market.

### Increasing Demand For Baby Food and Infant Formula

- The increasing demand for infant formula has significantly impacted the United Kingdom's milk protein market, driving growth and shaping the dynamics of the industry. The rising demand for infant formula can be attributed to several factors, including changing lifestyles, urbanization, and an increasing number of working mothers.
- As more parents seek convenience and reliability in feeding their infants, the demand for high-quality infant formula products has surged. In response to this demand, the United Kingdom's milk protein market has experienced substantial growth. Milk protein is a key ingredient in infant formula, providing essential nutrients for a baby's growth and development.
- Manufacturers of infant formula and dairy processors have adapted to this changing landscape, focusing on innovation and research to develop products that closely mimic the nutritional composition of breast milk. Also, the rise in milk production in the region has made enough milk for the production of milk protein.
- Furthermore, the growing awareness of the importance of early childhood nutrition and its long-term impact on a child's health has further driven the demand for infant formula enriched with essential nutrients, including milk protein. The composition of infant formulas and follow-on formulas that are available in the market of the United Kingdom has been complying with EU rules (Directive 2006/141/EC). The regulation has authorized the use of hydrolyzed milk protein in Infant formulas. Therefore, the authorization of hydrolyzed milk protein in infant formulas is expected to fuel growth in the market studied. For instance, in February 2022, the recent update on European Union regulation stated that all the protein hydrolyzates used in infant formulas and follow-on formulas in the European Union would need to be evaluated.

## United Kingdom Casein And Caseinates Industry Overview

The United Kingdom casein and caseinates market is fragmented, with the top five companies. The major players in this market are Agrial Group, Arla Foods amba, Fonterra Co-operative Group Limited, MEGGLE GmbH & Co.KG, and Royal FrieslandCampina

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N.V . Key players are investing in R&D and entering into mergers and acquisitions to enhance their product portfolios. 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 consumers in the market. Furthermore, they are adopting competitive strategies by investing more in developing new-generation technologies to produce milk proteins.

Additional Benefits:

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

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