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

Market Report | 2024-02-17 | 100 pages | Mordor Intelligence

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Report description:

The United Kingdom's hey protein market size is expected to grow from USD 65.62 million in 2024 to USD 84 million by 2029, at a CAGR of 5.07% during the forecast period (2024-2029).

Key Highlights
-The demand for whey protein is growing across the United Kingdom primarily due to the need for ingredients with higher protein concentrations. Both whey protein concentrates and isolates are used across various food industries, such as cheese, yogurts, dairy beverages, bakeryery, and meat salting industry, sports, health food products, and other applications.
-Additionally, the increasing dairy production and exports across the region offer lucrative opportunities for whey protein producers by giving them access to raw materials at economical prices and offering the whey protein ingredients at competitive prices to the end-users. According to The Department for Environment, Food, and Rural Affairs, the total milk production across the United Kingdom amounted to approximately 14,913 million liters during 2021/22.
-Protein-rich diets have grown in popularity among consumers across the United Kingdom in recent years as health consciousness has increased. As consumers' lives become busier, they are unable to consume a nutritionally dense, complete diet regularly, prompting them to turn to packaged food products for nutrition. As a result, whey proteins are added to packaged food products to make them more nutritious. Hence, the rising demand for protein-rich diets, the market studied is expected to grow over the forecast period.
-Besides, whey Protein Isolate (WPI) is gaining popularity among health-conscious United Kingdom consumers as it contains low sugar content when compared with Whey Protein Concentrate (WPC). The new product development possibilities with WPI give the food industry ample opportunities to manufacture high protein product options as its clean taste (no-bitter taste) fulfills the flavor requirement of the consumers.

United Kingdom Whey Protein Market Trends

Adoption of Sports & Fitness Activities Driving the Market

- Increasing investments in the sports nutrition industry owing to the growing consumer interest in sports drinks and supplements is driving the demand for whey protein in the United Kingdom. Whey protein is claimed to increase sports performance. Whey protein improves the recovery of muscle function and enhances muscle protein synthesis. Hence, whey protein products have been witnessing a rise in demand across the United Kindom over the past few years owing to their functionalities. The increasing number of individuals participating in sports and fitness activities is expected to propel the market studied over the forecast period.
- According to Sport England, approximately 5.78 million people participated in fitness classes between November 2021 to November 2022 across England. Whey protein concentrate and whey protein isolates are widely used in dietary supplement products, which are in high demand among athletes. This is due primarily to the high protein and low-fat content. Whey protein isolates, for example, contain 90% of the protein, while whey protein concentrates contain approximately 80% of the protein. Whey protein helps athletes build lean body masses, and it is used in conjunction with physiotherapy and psychotherapy to regain better vital signs and improve physical performance. Among starters, whey protein is absorbed much faster. Compared to plant protein, whey protein is more similar to the proteins found in the human body. The key whey protein variants in the United Kingdom are Crazy Nutrition Tri-Protein, MyProtein, and FoodSpring Whey Protein.

Food & Beverages as the Fastest Growing Segment

- The United Kingdom has been witnessing a surge in demand for fortified food and beverages over the past few years, owing to the rising awareness about the benefits of consuming the same. Hence, food and beverage companies have been incorporating various ingredients, including whey protein, into their products to cater to the growing demand for protein-rich food and beverages.
- An increasing number of companies specializing in protein bars and other fortified products due to the growing interest of consumers in high-protein snacking is expected to create growth opportunities for whey protein ingredients over the forecast period. For instance, in March 2021, Mondelez International announced the acquisition of a significant interest in Grenade, the leading protein bar company in the United Kingdom. With this acquisition, Mondelez aims to accelerate Grenade's growth in the high-protein segment. Grenade offers products like 'Grenade Carb Killa' that contains whey protein isolates. Hence, acquisitions and expansion in products with whey protein ingredients are expected to propel the market over the next few years.
- Besides, whey protein demand in the snack industry is majorly driven by snack bars. Owing to short meals and healthy snacking options, consumers prefer snack bars to get their daily nutrition intake, which surfaced as a healthy snacking option among all age groups. Children between 1 and 13 years tend to get around a quarter of their daily calories from snacks, making kids-oriented snacks an opportunistic market for formulators to work on. Due to the rise in demand for protein-rich foods, manufacturers have been increasing their production across the United Kingdom. Additionally, the players have been using various growth strategies to increase their market share in the United Kingdom.

United Kingdom Whey Protein Industry Overview

The United Kingdom whey protein market is fragmented in nature, with several players operating in the market studied. The most commonly adopted strategies by the major players in the market studied include partnerships, expansions, mergers, and acquisitions. Some of the top players in the market include Arla Foods amba, First Milk Limited, Glanbia PLC, Kerry Group plc, and Royal FrieslandCampina N.V. With increasing health consciousness. Major players adopt strategies to draw consumers' attention by introducing whey protein with clinical claims, such as organic, clean-label, non-GMO certified, etc. The introduction of whey protein with such claims can also help the players operating in the market to strengthen their position in the market studied.

Additional Benefits:

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

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