United States Casein And Caseinate - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2017 - 2029

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Report description:

The United States Casein And Caseinate Market size is estimated at USD 294.88 million in 2024, and is expected to reach USD 388.23 million by 2029, growing at a CAGR of 5.65% during the forecast period (2024-2029).

Rising demand for functional ingredients drove the application of casein and caseinates mainly as the use in meal replacement products

- The supplements segment (particularly sports nutrition) dominated the market throughout the review period. Sports nutrition is also projected to register a CAGR of 6.75% during the forecast period (2023-2029). Being a slow-digesting protein (taking over a period of ~?6-7 h), it can satiate for a longer period, allowing it to be used in products, such as meal replacement and weight loss products. Among all, micellar casein gained huge market penetration in the study period due to its high protein content (90% un-denatured protein) and high levels of bioavailable calcium.
- The sports nutrition segment majorly drives the casein market. An increase in awareness about the benefits of sports nutrition products has increased the growth of the sports nutrition segment in the country. However, the closure of gyms and health clubs in 2020 (22% in the US) resulted in an approximate loss of USD 29.2 billion in revenue) and suspended sports competitions during the COVID-19 pandemic, resulting in sluggish market growth.
- The food and beverage segment is the second major segment in the market. The value of the segment increased by around 25% from 2017 to 2022. The key reason for the rising application of caseins and caseinates in this segment is the ability of caseins to be digested slowly, which is highly required in products like meal replacement or weight loss products. Among the category, beverages is the fastest growing and is projected to register a CAGR of 2.73% during the forecast period. Consumers are increasingly reaching for dairy-based and other products containing functional ingredients to ward off illness or help with existing

health issues. Companies are capitalizing on the trend by adding concentrated substances to their products.

United States Casein And Caseinate Market Trends

Sport/performance nutrition to witness significant growth during forecast period

- Rising health concerns and memberships across health clubs are primarily driving the sport/performance nutrition industry. From 2009 to 2019, the number of gyms in the United States rose by 39%. However, the industry witnessed a significant decline due to gym closures during the COVID-19 pandemic-induced nationwide lockdown in 2020. Health clubs are among the most popular sales channels for sports supplements. The closure of health clubs had a negative impact on the sales of supplements. In 2020, several gyms like Gold's Gym, Flywheel Sports, Town Sports International, and 24-Hour Fitness declared bankruptcy. Sales of sports nutrition products decreased in 2020, and the industry's overall Y-o-Y growth rate reduced by 3.37%.
- The importance of leading an active lifestyle is fueling the sports nutrition market. In 2021, 67% of US consumers aged six and above participated in fitness activities, of which 43.3% of consumers engaged in individual sports, 52.9% in outdoor sports, and 22.1% in team sports. Consumers are becoming more aware of the value of optimal nutrition and healthier lifestyles, all of which positively impact the sport nutrition supplements market.
- Sports/performance nutrition is the fastest-growing end-user segment in the US whey protein ingredients market, of which animal protein accounts for a major share of 91.1% in terms of value. The fitness industry is rapidly increasing the usage of animal protein ingredients, such as whey, collagen, and milk proteins, in nutritional supplements used for muscle or tissue repair after workouts. The rise in the availability of protein supplements, a growth in the number of recreational and lifestyle users of these products, and an increase in health awareness are expected to foster market growth over the forecast period.

United States aiming to increase milk production

- The consumption of dairy ingredients in the United States increased over the past few years, and milk supply is majorly used in the production of dairy products and ingredients, including proteins. From April to October 2020, during the pandemic period, domestic consumption of dairy products was down by 1.2% on a milk equivalent, total milk solids basis. September showed positive growth during this period, which was sufficient to move domestic growth up slightly during the August-October period. Acid and rennet casein prices were steady, and demand remained the same while contrasting activity was active. Many manufacturers and buyers expect increased price strength, but the magnitude of price strength is yet to become an agreement. Particularly for rennet casein buyers, the next GDT event outcome is anticipated to be an important indicator.
- In the United States, milk ingredient manufacturers have become increasingly specialized in the production of milk proteins. Milk protein concentrate production in the United States doubled in the past year, and micellar casein concentrate ingredients became newly available. Among all, micellar casein gained huge market penetration during the study period due to its high protein content (90% undenatured protein) and high levels of bioavailable calcium. The demand for dairy-based proteins is growing primarily due to the need for ingredients with higher protein concentrations.
- In 2020, 16.3% of total US milk solids production was exported. More than 33% of total milk solids imported into the United States during the first ten months of 2020 were in the form of concentrated milk proteins, including casein, milk protein

concentrate, whey protein concentrate, milk protein isolate, and whey protein isolate.

United States Casein And Caseinate Industry Overview

The United States Casein And Caseinate Market is fragmented, with the top five companies occupying 22.46%. The major players in this market are Arla Foods amba, Fonterra Co-operative Group Limited, FrieslandCampina Ingredients, Hoogwegt Group and Tatua Co-operative Dairy Company Ltd (sorted alphabetically).

Additional Benefits:

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

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