

United States Milk Protein - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2017 - 2029

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Report description:

The United States Milk Protein Market size is estimated at USD 173.39 million in 2024, and is expected to reach USD 219.83 million by 2029, growing at a CAGR of 4.86% during the forecast period (2024-2029).

Supplements segment holds significant share with growing fitness and health conscious consumers across the country

- By end user, the supplements segment significantly grew during the study period, primarily driven by the sports/performance nutrition sub-segment, which is projected to register a CAGR of 3.91%, by value, during the forecast period. These regulated goods have recently gained popularity, even though the business is still evolving. More than 75% of Americans take dietary supplements every year. 79% of female adults and 74% of male adults claim to consume at least one form of supplement with their diet. Supplement sales are projected to increase to larger volumes with the expansion of the fitness industry in the country, as well as the promotion of healthy and natural food products.
- Sports nutrition supplements contributed 28% to the overall supplement consumption volume in the country. The escalating demand from the sports/performance nutrition sub-segment has contributed to considerable innovation in the sector. Manufacturers, like FrieslandCampina Ingredients and AMCO Proteins, are introducing milk proteins, like MPI 90 and MPC 85, targeting the performance and active nutrition spaces in the United States.
- In the F&B segment, the application of milk proteins in snacks led the market in 2022. The utilization of milk proteins in snacks increased by almost 1% in 2022 compared to the previous year. The rise in healthy snacking essentially aided the expansion of milk proteins in the snacking market. The increase can primarily be attributed to the rising number of new products targeted toward children below the age of 12. Cheese-flavored snacks are popular in the United States, with most of them employing milk proteins to enhance nutritional value and taste. Some snack products are also aimed at increasing consumption in young children.

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United States Milk Protein 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 is aiming to focus milk production

- The United States produced around 226.2 billion pounds of milk for human consumption in 2021. Milk ingredient manufacturers have become increasingly specialized in the production of milk proteins. The US milk protein concentrate production has doubled over the past year. The demand for milk proteins is growing primarily due to the need for ingredients with higher protein concentrations, and applications of milk proteins vary depending on the protein content.
- The consumption of dairy ingredients in the United States has increased over the past few years, and the milk supply is majorly used to produce dairy products and ingredients, including proteins. A total of 18.2 billion pounds of milk were produced in the 24 main States (like Arizona, California, and Colorado) in January 2022, which is 1.4 % less than in January 2021. The number of milk cows on farms in the 24 major States was 8.88 million head, 63,000 head less than in January 2021 and 5,000 head less than in December 2021. Although milk protein production is steady, some market participants expect to see increased prices for higher milk protein concentrations over the next few quarters, which is likely to impact production positively.
- In 2020, overall milk production declined due to the COVID-19 pandemic as production plants shut down operations across the nation. However, milk plants witnessed a surge due to panic buying, which settled down after April 2020. 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

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concentrate, milk protein isolate, and whey protein isolate.

United States Milk Protein Industry Overview

The United States Milk Protein Market is moderately consolidated, with the top five companies occupying 62.73%. The major players in this market are Arla Foods amba, Fonterra Co-operative Group Limited, FrieslandCampina Ingredients, Glanbia PLC and Kerry Group PLC (sorted alphabetically).

Additional Benefits:

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

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