

Australia Whey Protein Market Report and Forecast 2024-2032

Market Report | 2024-03-26 | 93 pages | EMR Inc.

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Report description:

Australia Whey Protein Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the Australia whey protein market size reached a value of USD 41.02 million in 2023. Aided by an increasing awareness of health and fitness, a surge in protein-rich dietary preferences, and the expanding application of whey protein across various sectors, the market is projected to further grow at a CAGR of 4.0% between 2024 and 2032 to reach a value of USD 62.8 million by 2032.

Whey protein, a by-product of cheese production, is renowned for its high-quality protein content, encompassing all nine essential amino acids. It is widely recognised for its role in muscle repair, weight management, and overall health improvement. The product is diversified into whey protein concentrate, isolate, and hydrolysate, each serving distinct nutritional needs and applications.

As per the Australia whey protein market analysis, the shift towards health-conscious lifestyles has notably increased the demand for whey protein products among Australian consumers. This trend is bolstered by the rising participation in fitness activities and sports, where whey protein's benefits for muscle recovery and growth are highly valued. The popularity of high-protein, low-carbohydrate diets has further fuelled the demand for whey protein products. Consumers increasingly prefer whey protein as a supplement to meet their dietary protein requirements efficiently.

Beyond sports nutrition, whey protein finds applications in clinical nutrition, functional foods, and infant nutrition, which boosts the Australia whey protein market growth. Its functional properties, such as solubility, emulsification, and foaming, make it a versatile ingredient in food processing. Australia's reputation for high-quality dairy products positions it well as a key exporter of whey protein to markets with growing demand, including countries in Asia-Pacific and beyond.

Advancements in filtration and processing technologies have enabled the production of whey protein with higher purity and specific functional properties, catering to a broader range of applications. Innovations in flavouring, formulation, and packaging have also contributed to making whey protein products more appealing to a wider audience, including casual fitness enthusiasts and the general population seeking healthier lifestyle choices. As per the Australia whey protein market outlook, the use of enzymatic hydrolysis processes has improved the digestibility and absorption rates of whey proteins, creating hydrolysed whey protein products that are particularly beneficial for sports nutrition, infant formula, and medical nutrition products.

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Dairy processors are adopting more resource-efficient practices, aiming to reduce water and energy use in whey protein production. This includes the recovery and reuse of whey, which was once considered a waste product, thereby minimising waste, improving the overall sustainability of dairy operations and boosting the overall Australia whey protein market share. Companies are investing in renewable energy sources and carbon offset programs to reduce the carbon footprint of whey protein production. This shift is in response to consumer demand for products that are not only healthy for the individual but also have a minimal environmental impact.

Regulatory standards ensure the safety, quality, and labelling of whey protein products in Australia whey protein market. Compliance with these regulations, along with certifications such as "grass-fed" and "organic," can enhance brand credibility and consumer trust.

The Australian market features both local and international players. Competitive strategies include product innovation, strategic partnerships, and marketing initiatives aimed at educating consumers about the benefits of whey protein and expanding its use beyond traditional sports nutrition. The emerging opportunities in both domestic and international arenas are expected to boost the Australia whey protein market expansion. As consumers continue to prioritise health and wellness, and as new applications for whey protein emerge in food technology and nutraceuticals, the market is set to expand further.

Market Segmentation □

The market can be divided based on type and application.

Market Breakup by Type

- Whey Protein Isolates (WPI)
- Whey Protein Concentrates (WPC)
- Whey Protein Hydrolysates (WPH)

Market Breakup by Application

- Sports Nutrition
- Dietary Supplements
- Infant Formula
- Food Additives
- Beverages
- Others

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the Australia whey protein market. Some of the major players explored in the report by Expert Market Research are as follows:

- Glanbia plc
- LACTALIS Ingredients
- Royal FrieslandCampina N.V.
- Fonterra Co-Operative Group Limited
- Kerry Group plc
- Bioflex Nutrition Pty Ltd.
- Stillone Investment Group Pty Ltd. (Protein Supplies Australia)
- Noumi Limited
- Saputo Inc.
- Australian Natural Protein Company
- Others

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*We at Expert Market Research always strive to provide you with the latest information. The numbers in the article are only indicative and may be different from the actual report.

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