

Rapeseed Protein Market, Opportunity, Growth Drivers, Industry Trend Analysis and Forecast, 2024-2032

Market Report | 2024-08-20 | 200 pages | Global Market Insights

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Report description:

The global rapeseed protein market was valued at USD 7.5 billion in 2023 and is projected to grow at a CAGR of over 3.3% from 2024 to 2032, driven by rising demand for plant-based proteins, fueled by health consciousness and sustainability concerns. Health-conscious consumers and a shift towards vegetarian and vegan diets are driving demand for plant-based proteins. The USDA reports a 15% rise in plant-based protein consumption recently. Technological advancements in protein extraction and processing are enhancing product quality and functionality. Sustainability concerns position rapeseed protein as a favorable alternative due to its smaller environmental footprint compared to animal-based proteins. The EPA reports that plant-based proteins, including rapeseed, have a 30% smaller carbon footprint than animal-based proteins.

The overall rapeseed protein industry is classified based on type, form, source, application, and region.

The concentrates segment is projected to reach USD 5.4 billion by 2032, growing at a CAGR of over 3.2% during the forecast period. Concentrates are proteins that have been extracted and concentrated, resulting in a higher protein percentage than the original raw material. This segment finds diverse applications in the food and beverage industry, enhancing nutritional profiles and texture. They are integral to plant-based meat alternatives, dairy substitutes, and protein-rich snacks. Beyond human consumption, these concentrates serve as a vital protein source in animal feed. The segment's growth is driven by increasing consumer demand for high-protein, plant-based diets and the industry's quest for efficient, sustainable protein sources. The food and beverages segment of the rapeseed protein market is forecasted to grow at a CAGR of around 3% through 2032, reaching USD 5.3 billion. Rapeseed protein's nutritional value and functional properties lead to its widespread use in meat substitutes, baked goods, dairy alternatives, snack foods, and protein-enriched beverages. It addresses the growing demand for health-centric and plant-based diets.

North America rapeseed protein market is projected to reach approximately USD 2.8 billion by 2032, growing at a CAGR of 2.8% from 2024 to 2032. Rising consumer demand for plant-based proteins and sustainable food choices drives the market. It is encouraging incorporation of rapeseed protein across various food and beverage products, including plant-based meat substitutes, protein bars, and dairy alternatives. The expanding use of rapeseed protein in animal feed and nutritional supplements further propels market growth. Technological innovations in protein extraction and processing and supportive

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regulatory frameworks enhance the growth prospects for North America market.

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