

Animal Protein - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Animal Protein Market size is estimated at 9.85 billion USD in 2025, and is expected to reach 12.78 billion USD by 2030, growing at a CAGR of 5.35% during the forecast period (2025-2030).

Clean-label food and beauty products are largely making up the segmental growth in the market

- Food and beverage emerged as the largest animal protein end-user segment, mainly benefiting from the growing demand for high-end, premium food products. Claims such as organic, sustainable, and grass-fed are gaining popularity among consumers, leading manufacturers to roll out suitable offerings. In response, manufacturers such as Arla, Milk Specialties Global, and Kruger were seen expanding their clean-label animal protein production applicable to the food and beverage segment. The segment is also set to record a significant CAGR of 4.29%, by value, during the forecast period.
- Supplements is the second-largest segment, followed by animal feed, personal care, and cosmetics. Among supplements, the sports nutrition sub-segment led the market due to increasing fitness activities and consumers opting for supplements to aid their workout regimes. In 2022, sports nutrition held a 74.6% share of animal protein consumed by the supplements sector.
- In terms of growth, personal care and cosmetics outpaced other segments, recording a projected volume CAGR of 6.64% during the forecast period. The growing interest in protein-fortified personal care products is driving the segment's growth. For instance, 95% of US females look for specific ingredients in their skincare products, leaving immense scope for segmental growth with growing interest in products fortified with keratin.
- The growing acceptance and need for protein foods globally is one of the major factors driving the market. In 2021, about 75% of global consumers paid a higher price for protein-fortified food and beverages. In the same year, more than half of global consumers paid a 10% premium, and an additional 15% paid a 25% premium.

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Asia-Pacific and North America regions drive the demand with growing fitness enthusiasts in the market

- Asia-Pacific held the largest market share in 2022, led by China, which accounted for a market volume of 33.8%. The demand is driven by increasing active lifestyle users and their demand for high-protein diets. Food and beverage emerged as the largest segment in the market for applications and evolved predominantly as the most accepted form for the consumption of animal proteins by consumers in the region. Particularly in China, in 2021, about 80-85% of fitness enthusiasts chose high-protein foods, including protein powders and shakes, as a major source of energy and to strengthen muscles. In addition, besides occupying the largest share, with a value CAGR of 5.13%, the region is set to outpace the global growth rate during the forecast period.
- North America follows close behind, driven by high whey protein integration in the protein powder and snack bar categories. In 2022, whey protein accounted for about 47% of the overall animal protein demand in the region. Consumers in the region are becoming increasingly concerned about healthy eating and now prefer a whey protein-based diet. Moreover, the average protein content of whey protein is 40% higher than other animal protein types, such as milk protein, which is driving its applications in various end-user segments, such as the sports nutrition segment, in the region.
- However, the Middle East is the fastest-growing region and is projected to record a CAGR of 5.84%, by value, during the forecast period. The increasing preference for functional food and bakery sectors spiked the demand for dairy ingredients in countries like UAE and Saudi Arabia. Additionally, the strong demand is being augmented by continuous R&D in the UAE market, driven further by both local and foreign firms.

Global Animal Protein Market Trends

Consumption and usage of animal protein in cosmetics and nutricosmetics are supporting the market's growth globally

- Global consumption of animal protein is experiencing substantial growth, with dairy products representing a significant and expanding segment. Increasing awareness about the health benefits of dairy proteins, especially among athletes, is fueling global per capita animal protein consumption. For instance, in India, from 2022 to 2023, a considerable population of 37% of Indian consumers reported an average daily milk intake of 1.5 to 2 liters, while a further 10% consumed over 3 liters per day. These figures highlight the high per capita consumption levels in certain regions and underscore the substantial demand for animal protein globally.
- Further, the global consumption of animal protein remains significant, with poultry representing a major component. For instance, protein availability from beef, pork, poultry, and sheep meat is projected to grow by 5.9%, 13.1%, 17.8%, and 15.7%, respectively, by 2030. This substantial volume growth highlights the scale of global demand for animal-based protein sources and the poultry industry's considerable role in meeting this demand. Furthermore, beef, pork, and poultry are substantially consumed, highlighting animal protein consumption patterns.
- Beyond traditional food applications, the increasing demand for animal-derived proteins, like collagen and gelatin, from the pharmaceutical, personal care, and nutraceutical industries is significantly boosting the market's growth. For instance, proteins like collagen and gelatin are extensively used in cosmetics and nutraceuticals. Owing to the rising demand for collagen and gelatin animal proteins in different applications, they are anticipated to register a CAGR of 6.07% and 4.70%, respectively, during the forecast period.

Dairy ingredients play a significant role in supplying animal protein raw materials

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- Whey and casein protein production primarily hinges on supply from cheese production plants, as these proteins are major byproducts of cheese. For caseins and caseinates, a price point of approximately USD 2.40 per pound is essential to motivate domestic plants to shift fluid skim milk from non-fat dry milk production to casein production. Between 2023 and 2024, global cheese production reached 22.2 million metric tons, influencing the production landscape for dairy proteins like casein, caseinates, and whey proteins. The United States produced 5,584,857 tons of cheese annually, leading the world.
- In the United States, milk ingredient manufacturers have increasingly specialized in milk protein production and witnessed a doubling in production in 2023, spurred by the introduction of micellar casein concentrate ingredients. Micellar casein, with its 90% undenatured protein content and elevated bioavailable calcium levels, is expected to achieve notable market penetration between 2019-2029. The rising demand for dairy-based proteins is largely attributed to the search for ingredients with higher protein concentrations.
- Pork, known for its amino acid profile, is the raw material for gelatin production. France, with an annual production of 23 million pigs, plays a pivotal role. The nation's meat processing industry, employing over 100,000 professionals, ranks as Europe's second-largest. Following pork, buffalo and cattle emerge as key raw materials, bolstering gelatin and collagen protein production. India has the global lead in cattle and buffalo numbers and reported its national cattle herd at 307.6 million head in 2023, a slight increase from the USDA's estimate of 307.5 million head.

Animal Protein Industry Overview

The Animal Protein Market is fragmented, with the top five companies occupying 29.85%. The major players in this market are Arla Foods AmbA, Darling Ingredients Inc., Fonterra Co-operative Group Limited, Glanbia PLC and Royal FrieslandCampina NV (sorted alphabetically).

Additional Benefits:

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

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