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

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Report description:

The China Protein Market size is estimated at 2.76 billion USD in 2025, and is expected to reach 3.96 billion USD by 2030, growing at a CAGR of 7.47% during the forecast period (2025-2030).

The increasing demand for protein functionalities and awareness about protein-rich diets, has led to an increased market share of food and beverage segment in the country

- The demand for proteins in the food and beverage segment is primarily driven by factors such as increasing demand for protein functionalities and awareness about protein-rich diets. In the food and beverage category, the meat/poultry/seafood and meat alternative products segment accounted for the major volume share of 36.5% in 2022, followed by the dairy and dairy alternative products segment with 17.9%. The segment is likely to outpace other applications in terms of value growth rate, with a projected CAGR of 6.83%, during the forecast period.
- The animal feed segment occupied the second-largest share of the market. The segment is anticipated to drive the market with a nominal CAGR of 8.56%, by value, during the forecast period. Plant proteins are majorly occupied in the animal feed industry as soybean meal has the highest lysine digestibility (91%) of any of the commonly available protein sources used in animal feed formulations, particularly for monogastric species. Livestock fed with high-quality soy is healthier and a richer source of protein for human consumption.
- The supplements hold a significant share of the protein market, and the sports nutrition sub-segment majorly dominates the market. It is projected to register a CAGR of 3.09%, by value, during the forecast period. The ongoing execution of China's National Nutrition Plan (2017-2030) and the Healthy China 2030 initiative is expected to help propel sports fitness and thereby draw high demand for the protein market. In response, a growing number of younger people in China are participating in sports

and going to the gym, while older people are embracing physical activities like square dancing.

China Protein Market Trends

Animal protein's consumption growth fuels opportunities for key players in the ingredients segment

- The graph given depicts the per capita consumption of animal protein in China. In the past, adults across China mainly ignored milk and dairy products (including milk protein) because they were seen as food for children or the elderly. However, this trend has changed in recent years. The nation of nearly 1,400 million people is now the second-largest consumer of dairy products in the world. China imports products from various other countries, ranging from New Zealand-based dairies to German industries. The Chinese animal protein market has witnessed a huge demand for high-quality protein ingredients from health-conscious people. The per capita consumption increased from 40 grams in 2016 to 45.1 grams in 2021.
- Organic milk protein is most widely consumed in China. The organic segment witnesses a dynamic demand, with around 57% of mothers considering organic products. Arla Foods introduced two innovative 'organic kiddies snack' concepts by using its Nutrilac range of functional protein ingredients in 2021. Fonterra launched SureProteinTM SoftBar 1000, a milk protein bar that is exceptionally soft and has a relatively short chew time.
- The Chinese market is witnessing rapid growth in the demand for collagen protein in food applications. This product is already well-established and marketed in Western countries. Its demand in China is being fueled by the rising awareness of the impact of beauty-oriented nutritional products. This trend is known as "oral beauty" or "beautiful eating" in China. China is the largest market for whey protein in Asia-Pacific. The Chinese personal care market witnessed an increase in the demand for whey protein as it is widely used in the production of various weight management and beauty products.

China's domestic meat production increased due to the outbreak of African Swine Fever

- Meat from cattle, chicken, and pig with bone, raw milk from cattle and goats, skim milk of cows, and dry whey powder make up the production of animal protein, and the same data is given in the graph. The Dietary Guidance for Chinese Residents recommends a daily intake of 300 grams of dairy products. The US exports skimmed milk powder, cheese, and whey powder following the implementation of the Section 301 tariff exclusion. The Chinese government promotes processed dairy products, including cheese, whey, and butter, as good sources of protein.
- In 2020, milk production in China witnessed moderate growth due to the COVID-19 pandemic. This was mainly due to transport restrictions and reduced dairy processing activities. The fall in production was mainly observed in small farms. Large farms were less affected due to contract farming with major dairy manufacturers. The production of most dairy products, including fluid milk, dropped by 5%-11% in 2020. China's import of fluid milk increased to 980,000 MT in 2021, as per the USDA. The European Union is the major supplier of fluid milk to China, followed by New Zealand.
- China's domestic beef production increased due to the outbreak of African Swine Fever. Beef was promoted in China as a healthy protein option in salads or processed ready-to-eat meal packs. In December 2022, China's National Conference of Agricultural and Rural Affairs decided to set an annual pork production target of 55 million metric tons for the country's five-year plan, which is approximately 35% above the current production rate. Cattle and pigs across the country account for large-scale

breeding and production purposes, thereby providing sufficient raw material for collagen production.

China Protein Industry Overview

The China Protein Market is fragmented, with the top five companies occupying 16.36%. The major players in this market are Archer Daniels Midland Company, Darling Ingredients Inc., Fonterra Co-operative Group Limited, FUJI OIL HOLDINGS INC. and International Flavors & Fragrances, Inc. (sorted alphabetically).

Additional Benefits:

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

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