

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

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Report description:

The India Protein Market size is estimated at 1.52 billion USD in 2025, and is expected to reach 2.08 billion USD by 2030, growing at a CAGR of 6.52% during the forecast period (2025-2030).

Increasing awareness of protein functionalities and growing consumer knowledge boosting market revenue

- The food and beverage segment leads protein applications in the country, accounting for a major value share. The segment is further projected to record a CAGR value of 5.55% from 2024 to 2029. The increasing demand for protein functionalities and growing awareness about protein-rich diets are primarily driving the demand for protein in the food and beverage segment. The meat/poultry/seafood and meat alternatives products sub-segment accounted for a major value share of 33.40%, followed by the dairy and dairy alternative products segment, with 25.82%, in 2023.
- Applications in the baby food and infant formula sub-segment will likely outpace others, with a projected CAGR by value of 8.94% from 2024 to 2029. The rising public awareness of children's nutrition and optimal development has led to the expansion of baby food products, which are popular among consumers for providing infants and young children with extra vitamins to boost their immunity and overall health. The Indian government launched the National Health Mission to make healthcare affordable and accessible to everyone, aligning with the United Nations' Sustainable Development Goal 3 (Good Health and Well-Being).
- The supplements segment is mainly driven by sports/performance nutrition, projected to record a CAGR value of 5.23% by value from 2024 to 2029, attributed to the rising consumer engagement in sports and physical activities. Around two lakh new gyms have been opened in the past two years across the country, supported by increasing interest in sports leagues, such as the Chinese Super League and Indian Premier League, which provide a solid platform for developing sports nutrition and associated ingredients markets.

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India Protein Market Trends

Increase in per capita animal protein consumption to create a favorable environment for whey protein and collagen suppliers

- The country's food industry has tripled in the past decade and is expected to follow the same trend over the coming years. Functional foods, beverages, and protein products are becoming widely popular due to their health benefits. The demand for personal care products containing whey protein has also increased in the country. Due to the country's increasing awareness of fitness, the demand for whey protein powder among bodybuilders and young Indians is increasing. About 33% of urban Indians have easy access to a gym. Meanwhile, 25% of the population in India who had never joined a gym or taken a lesson from a fitness teacher began going to the gym for the first time in the first half of 2022.
- The market is driven by factors such as a growing inclination toward beauty and health supplements and increased R&D activities. The spectrum of applications of collagen is broad, with leading pharmaceutical and biotechnological companies incorporating collagen-based products for better drug delivery systems. However, there is a strong preference for natural and ayurvedic products, boosting the market for natural ingredients such as animal proteins.
- In 2020, the yield of animal byproducts ranged between 50% and 60% of the live weight. Hides and skins are typically among the most valuable animal byproducts, producing end products like edible gelatin. The weight of the hides ranges from 4% to 11% of the live animal's weight. Increased usage of gelatin as a viable biodegradable food packaging material and a boost in fortified confectionery and sports nutrition products may lead to new prospects for the Indian market from 2024 to 2029.

Increase in per capita animal protein consumption to create a favorable environment for whey protein and collagen suppliers

- The raw materials considered in the graph are meat from cattle, pigs, and chickens (fresh and chilled), raw milk from cattle and goats, skim milk from cows, and dry whey powder. India is the world's leading producer of milk, which is the basic raw material used to manufacture various animal protein types. The per capita availability of milk in India stood at 459 grams per day for 2022-2023, significantly higher than the global average of 322 grams per day, as reported in Food Outlook in June 2023. India contributed to 24% of the global milk production in the year 2021-2022. India's milk production has registered a 51% increase during the last eight years.
- Animal proteins, such as whey, are widely generated in India as a byproduct of paneer and cheese manufacturing. The production of these byproducts is continuously increasing. The production of cheese from whole cow milk was registered at 5,190.8 tonnes in India in 2021. However, much of the cheese market remains untapped, implying that the production of cheese and its byproducts has huge growth potential in India.
- Gelatin and collagen-producing industries rely heavily on slaughterhouses and cattle, pig, and fish farms for their raw materials. In 2022, the country had 63 government-approved abattoirs, becoming one of the world's largest meat producers. However, most abattoirs in India dispose of their waste, including skin, bones, and hooves, posing a significant difficulty for the animal protein industry. Government initiatives and the construction of new modern slaughterhouses nationwide are helping boost the industry. Similarly, raw materials are supplied to the country's marine-based food makers by the marine industries, which are primarily based in the state of Bengal.

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India Protein Industry Overview

The India Protein Market is fragmented, with the top five companies occupying 9.34%. The major players in this market are Archer Daniels Midland Company, Fonterra Co-operative Group Limited, International Flavors & Fragrances Inc., Sudzucker AG and VIPPY INDUSTRIES LIMITED (sorted alphabetically).

Additional Benefits:

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

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