

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

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Report description:

The United States Protein Market size is estimated at 6.8 billion USD in 2025, and is expected to reach 8.36 billion USD by 2030, growing at a CAGR of 4.21% during the forecast period (2025-2030).

Sustainable alternative protein sources are boosting the market demand with application mostly through food and beverages sector

- By application, the food and beverage segment led the applications for proteins in the country, accounting for a major volume share. The share was highly influenced by the dairy- and meat-alternative sub-segments that accounted for 35% of the overall proteins consumed in the country in 2022. The share was primarily driven by the rising number of vegan and flexitarian consumers who increasingly rely on or are open to animal-free product offerings in the market.
- It was followed by the animal feed segment, largely driven by the application of animal proteins. The inclusion of sustainable alternative protein sources, such as insect protein, further increases the market scope in animal feed. Companies like Enterra Corporation and Darling Ingredients are boosting their production capabilities to offer a cost-effective and efficient source of feed-grade protein. As a result, with a volume CAGR of 1.52%, insect protein remained one of the fastest-growing protein types in animal feed over the study period.
- Personal care and cosmetics is the fastest-growing segment and is projected to register a CAGR of 6.79% by value during the forecast period. Proteins are used in a range of cosmetics products, including emulsions, gels, shampoos, conditioners, and creams. Proteins naturally found in the body, such as collagen, elastin, and keratin, are also gaining popularity owing to their higher efficacy in naturally strengthening skin and hair texture. Companies like Estee Lauder and Guerlain are increasingly investing in research and development to come up with more effective and sustainable alternative protein sources. This is further

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boosting the ingredient scope and application in personal care products and will aid the market's growth in the future.

United States Protein Market Trends

The consumption growth of animal protein fuels opportunities for key players in the ingredients segment

- Despite the rising vegan population, the demand for animal protein has been steady in the United States. The majority of protein in the American diet comes from beef and poultry, followed by dairy. In 2022, 80% of US adult consumers preferred pork, beef, poultry, and fish as their main sources of protein. Due to its water-binding properties, the market is majorly driven by the growing usage of gelatin in the functional food industry. Consumers continue to demand traditional protein options, but they are signaling an expectation of the animal protein industry to do more to address environmental concerns.
- With a wide range of applications and consumer preferences toward a healthy lifestyle, many US ingredient manufacturers are trying to enter the collagen market, which is the major reason for the increase in per capita consumption patterns. From 2019 to 2021, the unadjusted prevalence of doctor-diagnosed arthritis in the United States was 24.2% among women and 17.9% among men. Due to the high incidence of arthritis in the area, there is a growing need for collagen-based supplements to support bone and joint health.
- Over the years, considerable research has proven that animal protein has a higher biological value than plant protein. In the Protein Digestibility-corrected Amino Acid Score proposed by the Food and Agricultural Organization, milk and whey protein scored 1, indicating that the protein would provide 100% (or more) of all the amino acids required in the diet. On the contrary, plant sources lack one or more amino acids, with delayed digestibility. This factor is driving athletes and fitness enthusiasts to consume animal-based protein.

Meat and milk production contributes majorly as raw material for animal protein ingredients

- The graph given depicts the production data for raw materials such as meat of cattle, pigs, and chicken (with bone, fresh or chilled), raw milk from cattle and goats, skim milk from cows, and dry whey powder. In 2023, 24,087 pounds of milk was produced per cow, an increase of 1.30% from 23,777 pounds in 2020. As of 2022, the average number of milk cows in the United States was 9,402. Milk is usually separated through various processes into components and processed into fluid beverage milk or the manufacture of other dairy products.
- The United States is the world's largest producer of chicken meat and accounted for a 20% share of global chicken meat production in 2023. The meat production and processing sector is estimated to benefit from government initiatives such as 'Biden-Harris Administration's Action Plan,' which has been introduced to support the development of a fairer, more competitive, and more resilient meat and poultry supply chain in the country. The US Department of Agriculture made USD 32 million in grants to 167 existing meat and poultry processing facilities to help them reach more customers.
- Cattle meat is one of the most common sources of collagen, providing a significant amount of this unique protein. On average, beef has approximately 2-3% collagen in its composition. With the largest fed-cattle industry in the world, the United States is also the world's largest producer of cattle meat, primarily high-quality, grain-fed cattle meat for domestic and export use. Beef cattle are raised in all 50 states of the United States, with Texas, Oklahoma, Missouri, Nebraska, South Dakota, Kansas, and Montana as

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the leading cattle meat-producing states in the country as of July 2023.

United States Protein Industry Overview

The United States Protein Market is fragmented, with the top five companies occupying 26.06%. The major players in this market are Archer Daniels Midland Company, Darling Ingredients Inc., Glanbia PLC, International Flavors & Fragrances, Inc. and Kerry Group PLC (sorted alphabetically).

Additional Benefits:

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

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