

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

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### **Report description:**

The Whey Protein Market size is estimated at 2.48 billion USD in 2025, and is expected to reach 3.18 billion USD by 2030, growing at a CAGR of 5.07% during the forecast period (2025-2030).

High-protein drinks with an increasing number of fitness clubs drove the segmental demand

- In 2022, the food and beverage segment dominated, capturing a significant 67.20% share by volume. This was fueled by a shift toward smaller, more frequent meals, a move from traditional diets to more efficient options like protein-based snack bars, and a growing appetite for health-conscious beverages. Additionally, a global trend towards taxing sugary foods further bolstered the demand for healthier drink alternatives.
- Asia-Pacific emerged as the frontrunner, holding the largest market share in 2022, and is poised to maintain its lead with a projected CAGR of 4.59% by value through the forecast period. The rising demand for whey in beverages, attributed to its water solubility and protein enrichment, is notable. Beverage manufacturers, especially those eyeing high-protein drinks with excellent dispersibility, are increasingly turning to whey. Moreover, with a surge in fitness and health centers, particularly in nations like South Korea, China, and India, the regional consumption of whey protein is set to rise. This uptick is driven by a growing populace opting for healthier lifestyles and dietary choices.
- Within the broader segment, sport/performance nutrition is set to outpace others, with a forecasted CAGR of 5.9% by value. Athletes are turning to whey protein supplementation for its muscle-building and recovery benefits. Often paired with physiotherapy and psychotherapy, whey protein aids in enhancing athletes' vital signs and overall physical performance. This trend is further fueled by a rising number of fitness enthusiasts endorsing sports nutrition centered around whey protein supplements. Notably, the US led the pack in 2021 with 38,477 health clubs, trailed by Brazil with 34,509, and the UK boasting

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over 7,000 gyms.

Demand for whey protein is largely driven by North America, followed by Asia-Pacific

- North America dominates the global whey protein market. Sports nutrition has always focused on protein content, which has probably grown even stronger in recent years, with over 40% of the US launches between 2017 and 2022. Whey protein is absorbed much faster and is also a rich source of cysteine, an amino acid thought to prevent post-exercise muscle fatigue. Whey protein also has a much higher content of branched-chain amino acids that help reduce protein degradation during heavy exercise and boost muscle synthesis.
- Asia-Pacific was the second-largest market in 2022, and it is projected to record the fastest CAGR of 4.59% by value during the forecast period. China accounted for 37.58% of the market share by value in 2022, as high-protein goods have gained significant public attention in China in recent years, identifying protein as one of the most sought-after elements prior to food purchase. Consumers try to opt for healthier alternatives, such as whey proteins, while snacking. Increasing health awareness and rising demand for snacking products with functional benefits are considered the major driving factors for the growth of the whey protein market.
- Other market segments continue to have enormous development potential, which is tempting multinational businesses to spend heavily in the whey market in Africa, South America, and the Middle East. People adopting an active lifestyle is helping increase gym memberships and the consumption of sports nutrition products. Whey protein supplementation reduces muscle damage and facilitates muscle recovery from strenuous training, thereby assisting sports performance. For example, 2.78 million people in South Africa had fitness and health club memberships in 2021.

#### Global Whey Protein Market Trends

Rising health awareness and growing demand from millennials are driving the market

- Rising health awareness and a surge in demand from millennials are driving the sports nutrition segment. The segment is witnessing an upswing, with consumers increasingly seeking protein-enriched beverages and dietary supplements, citing benefits like muscle maintenance and growth. For instance, the 2023 CRN Consumer Survey on Dietary Supplements reveals that 74% of US adults consume dietary supplements, with 55% identified as "regular users".
- Sports drinks, traditionally marketed for their electrolyte-replenishing properties during intense physical activities, have evolved to emphasize benefits such as increased carbohydrates, salts, and enhanced performance during workouts. This evolution aligns with the shift toward active and healthier lifestyles. The sports nutrition segment has seen a boost from growing participation in sports among middle-aged and elderly populations. For example, in 2022, the rate of regular sports participation among Asian youth aged 6 to 12 years surged to 42%, up from 35% in 2019.
- North America stands at the forefront of the sports nutrition segment, driven by a rising athletic trend, health concerns, and dietary habits. The market is expected to benefit from the ongoing trend of flavor innovations that boast health advantages. Meanwhile, Europe is emerging as a significant player, with key markets like the United Kingdom, Germany, Spain, and France commanding a major share of the market. In 2022, statistics revealed that 38% of adults in the European Union engaged in sports or exercise at least once a week, with 6% committing to it five times weekly.

Production of dairy and dairy derivatives to support dry whey production

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- Whey proteins are sourced from raw milk produced by smallholders in developing nations. This milk production supports household livelihoods and plays a crucial role in ensuring food security and nutrition. For these small-scale producers, milk offers a swift and significant financial return. Over the past three decades, global milk production surged by over 59%, from 530 million tons in 1988 to 843 million tons in 2018. Whey, a valuable by-product from cheese and casein-based dairy manufacturing, boasts rich nutrients and finds diverse commercial applications. Driven by a rising appetite for coagulated milk products, notably Greek yogurt, which has seen a threefold surge in demand, volumes of waste whey have swelled.
- India leads global milk production, trailed by the United States, China, Pakistan, and Brazil. India's milk output surged by 55.79% in the 2019-2020 period compared to the previous nine years, underpinning the escalating demand for whey protein. With government initiatives aimed at boosting livestock productivity, India's milk production is poised for further growth. Additionally, whey protein concentrates are finding novel applications as cost-effective egg-white substitutes in food formulations. These concentrates, with their escalating protein content, not only enhance nutritional value but also bring improved functional attributes like emulsification, foaming, water binding, viscosity enhancement, and gelling to food products.
- While milk production in Africa faces challenges due to poverty and adverse climatic conditions, other regions exhibit deficits. Countries like China, Italy, Russia, Mexico, Algeria, and Indonesia are grappling with milk shortfalls, necessitating significant imports, including whey protein. Such developments further aid the market.

## Whey Protein Industry Overview

The Whey Protein Market is moderately consolidated, with the top five companies occupying 51.13%. The major players in this market are Arla Foods AMBA, Fonterra Co-operative Group Limited, Glanbia PLC, Kerry Group 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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