

India Wheat Protein Market By Product (Wheat Gluten, Textured Wheat Protein, Wheat Protein Isolate and Hydrolysed Wheat Protein), By Application (Bakery & Snacks, Pet Food, Processed Meat, Meat Analogs, Nutritional Bars & Drinks and Others), By Form (Dry and Liquid), By Region, Competition, Opportunities and Forecast, 2020-2030F

Market Report | 2025-09-14 | 70 pages | TechSci Research

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Report description:

Market Overview

India Wheat Protein Market was valued at USD 344.90 Million in 2024 and is expected to reach USD 451.61 Million by 2030, growing with a CAGR of 4.70% in the forecast period.

The India wheat protein market is witnessing steady growth, driven by evolving dietary patterns, increased health awareness, and the expanding applications of plant-based ingredients. As consumer preference shifts towards protein-rich diets, wheat protein has emerged as a versatile and widely accepted ingredient in the food and beverage industry. It is particularly favored for its functionality, texture-enhancing properties, and suitability for vegetarian and vegan formulations. Among the various types of wheat proteins, wheat gluten holds a dominant position, extensively used in bakery products, meat analogs, and other processed foods due to its elasticity and binding characteristics.

Textured wheat protein is gaining momentum, especially in the growing plant-based meat segment, offering a cost-effective alternative to soy and pea proteins. Meanwhile, wheat protein isolate, and hydrolyzed wheat protein are finding niche applications in nutritional supplements, sports nutrition, and personal care products, reflecting the broader diversification of the market. The market is also benefiting from increased innovation in food processing technologies, which enhances the functionality and applicability of different wheat protein types across various end-use industries.

Geographically, northern India remains the core region for wheat protein production, owing to its substantial wheat cultivation and established agro-processing infrastructure. The region's abundant raw material availability and strong supply chain networks give

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it a competitive edge over other regions. For instance, in June 2025, an article reported that Punjab Agricultural University (PAU) in Ludhiana, once key to India's foodgrain self-sufficiency, had shifted focus toward developing wheat varieties suited to changing consumer needs. These included regular households, bakers, and health-conscious individuals. PAU's efforts aimed to align wheat production with modern dietary preferences and industry requirements.

As awareness around plant-derived protein sources continues to grow, manufacturers are focusing on clean-label, allergen-free, and non-GMO wheat protein products to meet consumer expectations. The rising demand from the foodservice sector, coupled with increased urbanization and disposable incomes, is further boosting market consumption. However, the India wheat protein market is positioned for continued expansion, fueled by a convergence of health trends, sustainability considerations, and functional food innovations, making it an integral component of the country's evolving nutritional landscape.

Key Market Drivers

Innovation in Food Technology

Innovation in food technology is playing a crucial role in shaping the growth and diversification of the India wheat protein market. As the demand for functional, plant-based ingredients increases, manufacturers are adopting advanced processing techniques to improve the quality, purity, and functionality of wheat protein products. These innovations are not only enhancing the nutritional value of wheat proteins but also expanding their application across a wide range of food and beverage categories. For instance, in September 2024, Tetra Pak signed a Memorandum of Understanding (MoU) with the National Institute of Food Technology Entrepreneurship and Management, Kundli (NIFTEM-K) to promote innovation in India's food processing industry. The agreement, signed during World Food India 2024, aimed to support research, encourage innovation, and strengthen skill development across the sector.

One of the key advancements is the development of improved extraction and isolation technologies. These methods allow for the efficient separation of wheat protein components such as gluten, isolates, and hydrolyzed proteins without compromising their functional properties. This has led to the availability of high-purity wheat proteins that meet the specific needs of the health-conscious and performance nutrition segments. Texturization technology has also seen significant progress. It enables the transformation of wheat protein into meat-like textures, suitable for use in plant-based meat alternatives. This is especially relevant in India, where vegetarianism is prevalent, and demand for meat analogs is growing. The ability to replicate texture and mouthfeel using wheat-based ingredients is a major driver for product innovation in the meat-free sector.

In the bakery and processed food industry, enzyme and fermentation technologies are being leveraged to enhance the elasticity, shelf life, and sensory attributes of wheat protein-enriched products. These technologies help optimize product quality while aligning with clean-label trends. Microencapsulation and protein fortification techniques are further expanding the utility of wheat proteins in ready-to-drink beverages, cereals, and snack bars. These innovations are enabling the inclusion of wheat protein in formats that were previously considered unsuitable due to solubility or taste challenges. The integration of these food technology advancements is making wheat protein a versatile, scalable, and consumer-friendly ingredient in India's evolving nutrition and wellness ecosystem.

Key Market Challenges

Digestibility and Allergen Concerns

Raw material price volatility is a significant challenge impacting the stability and growth of the wheat protein market in India.

Wheat, the base raw material for wheat protein production, is heavily influenced by seasonal patterns, government procurement policies, and global commodity trends. In India, wheat production is largely dependent on the rabi season and timely rainfall. Any deviation in monsoon patterns or climatic disruptions such as drought or unseasonal rains can lead to fluctuations in crop yields and, consequently, wheat prices.

Government interventions through the Minimum Support Price (MSP) and buffer stock management also influence wheat availability in the open market. When the government procures large volumes for food security schemes, the supply available for industrial use, including wheat protein extraction, becomes constrained. This creates uncertainty for manufacturers who rely on consistent and affordable access to wheat.

Global market dynamics, including export bans, geopolitical conflicts, and changes in international wheat demand, can also affect domestic prices. If international wheat prices rise, Indian wheat prices tend to follow, impacting the cost structure for local wheat protein producers. Volatility in wheat prices makes it difficult for manufacturers to plan long-term procurement strategies or

maintain stable pricing for their protein products. This affects not only profitability but also supply chain reliability, especially for exporters. Small and medium enterprises are particularly vulnerable, as they lack the financial flexibility to absorb sudden cost increases. Stabilizing raw material supply through contract farming, storage infrastructure, and diversified sourcing could help mitigate these challenges in the wheat protein sector.

Key Market Trends

Expansion into Functional Foods and Beverages

The growing demand for clean-label and natural ingredients is playing a significant role in shaping the future of the wheat protein market in India. Consumers are becoming increasingly conscious of the ingredients in the products they consume, with a strong preference for natural, minimally processed, and transparent formulations. This shift in consumer behavior has encouraged food and personal care brands to reformulate their offerings using simpler ingredient lists without artificial additives, preservatives, or synthetic chemicals. Wheat protein aligns well with this clean-label movement. Derived directly from wheat, it offers a plant-based, recognizable source of nutrition that appeals to a wide audience, particularly those focused on wellness and sustainability. Consumers see wheat protein as a familiar and trustworthy ingredient, especially when compared to synthetic or unfamiliar protein sources. Its natural origin and functional versatility allow it to be used in clean-label bakery products, breakfast cereals, nutritional snacks, and protein supplements.

In personal care, hydrolyzed wheat protein is being used in shampoos, conditioners, and skincare formulations where ingredient transparency is a priority. Consumers looking for plant-based alternatives to chemical-rich products are driving this trend, making wheat protein a preferred ingredient for brands targeting eco-conscious or health-focused buyers.

The demand for clean-label products is not limited to premium urban markets. It is slowly expanding into Tier 2 and Tier 3 cities, where consumers are becoming more label-aware due to increased access to information and growing health concerns. Brands that highlight wheat protein's natural properties, traceability, and functional benefits are gaining traction. This trend is also pushing local manufacturers to adopt better processing techniques and cleaner sourcing practices. As clean-label expectations become the norm, wheat protein's natural appeal positions it as a key ingredient in India's evolving food and personal care landscape.

Key Market Players

□ Archer-Daniels-Midland Company

□ Cargill India Pvt. Ltd.

□ Roquette Freres SA

□ AGRANA Beteiligungs-AG

□ Tereos S.A.

□ Batory Foods, Inc.

□ Kerry Group PLC

□ BENEIO GmbH (Sudzucker AG)

□ Manildra Group

□ Crespel & Deiters GmbH and Co. KG.

Report Scope:

In this report, the India Wheat Protein Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

□ India Wheat Protein Market, By Product:

- o Wheat Gluten
- o Textured Wheat Protein
- o Wheat Protein Isolate
- o Hydrolysed Wheat Protein

□ India Wheat Protein Market, By Application:

- o Bakery & Snacks
- o Pet Food
- o Processed Meat

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- o Meat Analogs
- o Nutritional Bars & Drinks
- o Others

☐☐India Wheat Protein Market, By Form:

- o Dry
- o Liquid

☐☐India Wheat Protein Market, By Region:

- o North India
- o East India
- o West India
- o South India

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India Wheat Protein Market.

Available Customizations:

India Wheat Protein Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

☐☐Detailed analysis and profiling of additional market players (up to five).

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