

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

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Report description:

Hemp Protein Market Analysis

The hemp protein market size stands at USD 172.70 million in 2025 and is forecast to touch USD 220.82 million by 2030, charting a 5.04% CAGR over the period. This growth trajectory highlights the significant evolution of hemp protein from a niche supplement to a widely recognized and mainstream source of complete, plant-based protein. The increasing demand for hemp protein is primarily driven by several factors, including the removal of cultivation restrictions by national regulatory authorities, the expansion of vegan product portfolios by sports-nutrition brands, and the growing consumer emphasis on sustainable sourcing as a critical factor in purchasing decisions. The market's resilience is underpinned by key regional developments, such as North America's liberalized agricultural policies, Europe's stringent eco-design mandates, and Asia-Pacific's advanced agronomic expertise, which collectively contribute to the robust growth of the hemp protein market. Additionally, the competitive landscape remains highly dynamic, shaped by ongoing market consolidation, the strategic advantages of early adoption of organic certifications, and continuous advancements in functional ingredient innovation. These factors are expected to drive further opportunities and challenges within the market, ensuring its sustained growth and evolution over the forecast period.

Global Hemp Protein Market Trends and Insights

Rising popularity of plant-based and vegan protein sources

Consumer transition toward plant-forward diets extends beyond lifestyle into supply-chain strategy, and the hemp protein market

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benefits because hemp cultivation needs less water than soy, wheat, or pea. According to the Good Food Institute, in 2024, around 40% of adults in Germany and the UK plan to increase their plant-based food consumption. Health reasons account for 48% of this shift, while environmental concerns represent 29%, and animal welfare considerations comprise 25%. Companies are leveraging the dual-purpose nature of hemp crops, which enables the simultaneous recovery of fiber and protein, thereby reducing the cost per functional unit. The European Union's Circular Economy Action Plan, which targets the development of sustainable textiles by 2030, has significantly increased the demand for hemp stalks. This growing demand not only enhances the economic value of hemp but also lowers the overall cost of protein feedstock. For example, Manitoba Harvest and Brightseed have recently launched an upcycled hemp-hull fiber supplement. This product utilizes material that was previously considered waste, effectively transforming circularity into a profitable margin opportunity.

Growing prevalence of lactose and soy allergies driving alternative proteins

As dietary preferences increasingly move away from dairy-derived and soy proteins, hypoallergenic hemp formulations are gaining prominence by securing "free-from" labels, which enable them to command higher price points. A double-blind crossover study, published in the American Journal of Clinical Nutrition, demonstrated that hemp seed protein and its hydrolysate significantly reduced blood pressure when compared to casein. This pivotal finding has elevated hemp from being merely a macronutrient to a nutraceutical with potential health benefits. The market has responded to this shift: In February 2025, The Simply Good Foods Company acquired the allergen-free shake brand OWYN for USD 280 million, emphasizing the growing commercial importance of allergen-conscious product positioning. Additionally, as the FDA enforces stricter labeling regulations for plant-protein analogs, hemp protein's minimal and straightforward ingredient profile emerges as a distinct competitive advantage in the market.

Regulatory challenges and legal uncertainties

Although hemp cultivation, transportation, and processing are legal in many regions, farmers and processors often require specialized licenses. Regulatory authorities enforce rigorous testing and documentation to verify THC compliance, resulting in higher costs and delays. Inconsistent regulations regarding hemp content frequently lead to border delays, import restrictions, or product seizures for hemp protein products. These issues disrupt supply chains and limit global distribution, particularly in key markets such as the EU, China, and certain Middle Eastern countries. Differing rules on THC thresholds and novel-food approvals create significant scientific and legal challenges. In the EU, any new hemp derivative intended for consumption requires a detailed safety dossier. Additionally, Italy's 2024 court-supported bans on specific hemp products underscore the unpredictability of regulatory policies. However, established players with a recognized GRAS portfolio are well-positioned to capitalize on these market conditions.

Other drivers and restraints analyzed in the detailed report include:

Regulatory relaxation for industrial hemp cultivation / Expansion in functional foods and nutraceuticals / Competition from alternative protein sources /

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

In 2024, conventional cultivation remained dominant, contributing 84% of the hemp protein market's volume. Cost-conscious mass retail channels prefer lower-priced conventional inputs, while established agronomic practices continue to drive annual yield improvements. However, organic acreage is experiencing notable growth, as hemp's natural pest resistance minimizes certification costs. For example, Lithuania's emerging organic hemp exporters demonstrate how farmers can transition to

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premium categories without incurring significant agrochemical conversion expenses.

Organic product launches align with this agronomic trend. The global natural and organic food market is expanding, with protein-rich products outperforming the average growth of the category. Brands effectively leverage the consumer trust associated with organic certifications to justify premium pricing, enabling them to absorb higher raw material costs. The Hemp Fiber and Grain Association has introduced dedicated organic hemp grain programs that directly communicate price signals to farmers, ensuring a sustainable supply for processors. As a result, the organic segment is projected to achieve a 6.13% CAGR through 2030, exceeding the growth rate of the broader hemp protein market by over 100 basis points.

The Hemp Protein Market Report is Segmented by Source (Organic and Conventional), Application (Food and Beverage, Supplements, and Personal Care and Cosmetics), and Geography (North America, Europe, Asia-Pacific, South America, and the Middle East and Africa). The Market Forecasts are Provided in Terms of Value (USD).

Geography Analysis

In 2024, Asia-Pacific held a leading 47.67% share of the hemp protein market. China's breeding programs in Heilongjiang and Yunnan are enhancing seed yields and protein concentration, resulting in exportable surpluses for both fiber and food applications. Producers in the region are leveraging low production costs to supply high-volume clients in the snack and bakery industries. In contrast, Australia remains a smaller market participant, with its industry council working to secure funding for livestock-feed compliance, which could slow short-term growth.

North America is anticipated to achieve the highest CAGR of 5.42% through 2030, driven by coordinated policy measures and infrastructure improvements. For example, Panda Biotech's zero-waste mill in Texas supports multiple downstream users, effectively reducing logistical challenges between growers and processors. Furthermore, Canadian public funding, such as Protein Industries Canada's USD 6.9 million grant for alternative proteins, is advancing research and development efforts, particularly in developing concentrates with improved solubility. This investment aligns with a broader shift toward plant-based nutrition and alternative proteins. Hemp protein, with its complete amino acid profile, is especially appealing to vegan and vegetarian consumers.

Europe offers a balanced growth opportunity. The region's annual demand for vegetable proteins provides hemp processors with a viable market, supported by sustainability goals aligned with the EU Green Deal. However, challenges such as the high costs of Novel Food dossiers and inconsistent national THC regulations increase market risks, as evidenced by Italy's recent ban on oral CBD products. In North America, consumers are increasingly adopting plant-based proteins for purposes such as muscle building, weight management, and overall wellness. This trend is particularly prominent among fitness-conscious millennials and Gen Z, who favor hemp protein for its high fiber content, essential fatty acids, and digestibility.

List of Companies Covered in this Report:

Axiom Foods Inc. / Manitoba Harvest Hemp Foods / Martin Bauer Group / ETChem / Tilray Brands Inc. / Fresh Hemp Foods Ltd. / North American Hemp & Grain Co. Ltd. / Victory Hemp Foods / Navitas LLC / Canah International / Hemp Oil Canada Inc. / GFR Ingredients Ltd. / Health Horizons / Hemp Foods Australia Pty Ltd. / India Hemp Organics / Nutiva Inc. / Jinzhou Qiaopai Biotech / EnerLab Nutrition / HempFlax BV / Evo Hemp /

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