

Brazil Whey Protein - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)

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Report description:

Brazil Whey Protein Market Analysis

Brazil whey protein market size in 2026 is estimated at USD 45.81 million, growing from 2025 value of USD 43.57 million with 2031 projections showing USD 58.87 million, growing at 5.14% CAGR over 2026-2031. This growth highlights Brazil's position as South America's largest economy and reflects the increasing demand for health-conscious nutrition among its consumers. The market is driven by a rising awareness of the benefits of whey protein, including muscle building, weight management, and overall health improvement. Consumers in Brazil are actively seeking high-quality protein supplements to support their fitness goals and healthy lifestyles. Additionally, the growing influence of fitness trends, coupled with the expansion of e-commerce platforms, has made whey protein products more accessible to a broader audience. Manufacturers are also innovating with new product formulations and flavors to cater to diverse consumer preferences, further fueling market growth. This evolving landscape positions Brazil as a key player in the whey protein market within the region.

Brazil Whey Protein Market Trends and Insights

Rising health and fitness awareness among Brazilian consumers

Brazilian consumers increasingly prioritize health and fitness, driving the demand for whey protein in the country. This trend is fueled by a growing awareness of the benefits of maintaining a healthy lifestyle, including improved physical performance and overall well-being. According to data from the Brazilian Ministry of Health, initiatives promoting physical activity and balanced

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diets have gained traction, further encouraging consumers to incorporate protein supplements like whey protein into their routines. Additionally, government campaigns such as the "Saude Brasil" program aim to reduce obesity rates and promote healthier living, which aligns with the rising adoption of whey protein products among health-conscious individuals. In 2023, approximately 56% of Brazilian adults were reported to have overweight or obesity, with 34% classified as obese and 22% as overweight. This rising trend is projected to worsen, with nearly half of Brazilian adults (48%) expected to live with obesity by 2044, and 27% with overweight. Such alarming statistics are anticipated to impose significant health and economic burdens on the country. As a result, consumers are increasingly turning to dietary solutions, including whey protein, to manage weight and improve overall health, further driving the market's growth.

Increasing number of fitness centers and gyms

The increasing number of fitness centers and gyms in Brazil is significantly driving the demand for whey protein. As fitness awareness grows among the population, more individuals are incorporating regular exercise into their lifestyles, leading to a higher demand for nutritional supplements. Whey protein, known for its role in muscle recovery, strength building, and overall fitness enhancement, has become a staple product in the fitness industry. According to the Federal Council of Physical Education (CONFEF), which regulates physical education professionals and fitness companies in Brazil, the country had approximately 50,000 registered companies, including gyms, studios, and sports clubs, as of May 2023. Many of these establishments actively promote whey protein as an essential supplement for achieving fitness goals, further amplifying its market growth. Additionally, the rise in fitness-related events, personal training sessions, and group workout programs has created a supportive ecosystem for whey protein consumption. This trend is expected to continue fueling the growth of the Brazil whey protein market during the forecast period.

Plant-based proteins pose competition

In the Brazil whey protein market, plant-based proteins are emerging as a significant restraint. The growing consumer preference for plant-based diets, driven by health consciousness, environmental concerns, and ethical considerations, is reducing the demand for animal-derived proteins like whey. Additionally, advancements in plant-based protein formulations have improved their taste, texture, and nutritional profile, making them a viable alternative to whey protein. Brazil's plant-based protein market is expanding at an impressive rate of 20% annually, significantly exceeding the global average growth rate of 8%. This rapid growth creates substantial competitive pressure for whey protein suppliers in the region. The shift is further supported by the increasing availability of plant-based protein products in the market, catering to a wide range of dietary preferences and restrictions. As a result, the competition posed by plant-based proteins is expected to impact the growth trajectory of the whey protein market in Brazil during the forecast period.

Other drivers and restraints analyzed in the detailed report include:

Growing popularity of sports nutrition products
Preference for clean-label and natural products
Allergies and lactose intolerance in some consumers

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

Segment Analysis

Whey Protein Concentrate (WPC) holds the largest market share in Brazil's whey protein segment, commanding approximately 45.92% of the market in 2025. This dominant position is primarily attributed to its cost-effectiveness, making it an attractive option for a wide range of consumers and manufacturers. WPC's versatility spans diverse applications in both food and supplement categories, contributing significantly to its sustained demand and market leadership. The product's affordability,

combined with its balanced protein content and functional properties, enables it to meet the nutritional and economic needs of various customer segments. Industry participants continue to innovate using WPC, expanding its usage in protein bars, drinks, and fortified foods. This adaptability solidifies WPC's role as the backbone of Brazil's whey protein market, maintaining steady revenue contribution and consistent consumer acceptance.

On the other hand, Hydrolyzed Whey Protein (HWP) is recognized as the fastest-growing segment within the Brazilian market, projected to grow at a robust CAGR of 6.07% through 2031. Technological advancements in enzymatic hydrolysis have enhanced the bioavailability of HWP, making it highly appealing among health-conscious consumers seeking rapid absorption and digestion benefits. This segment's growth is fueled by increased awareness of sports nutrition and the demand for premium-quality whey protein options that provide superior functional and nutritional benefits. HWP finds particular favor with athletes and fitness enthusiasts due to its improved protein efficacy and minimal allergenic potential. Furthermore, product innovation, such as the inclusion of HWP in functional beverages and clinical nutrition, supports its rapid expansion.

The Brazil Whey Protein Market Report is Segmented by Product Type (Whey Protein Concentrate, Whey Protein Isolate, Hydrolyzed Whey Protein), Application (Sports and Performance Nutrition, Infant Formula, Functional/Fortified Food, Beverage, Others). The Market Forecasts are Provided in Terms of Value (USD).

List of Companies Covered in this Report:

Arla Foods AMBA Glanbia plc Hilmar Cheese Company, Inc. Fonterra Co-Operative Group Royal FrieslandCampina N.V. Carbery Group Groupe Lactalis Leprino Foods Company Agropur Co-operative Davisco Foods International DUX Nutrition Kerry Group PLC Valio Ltd Milkaut S.A. SanCor Cooperativas Unidas Mastellone Hnos SA (La Serenisima) Dairygold Co-operative Society Molinos Rio de la Plata Volac International Ltd Wheyco GmbH

Additional Benefits:

The market estimate (ME) sheet in Excel format

3 months of analyst support

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET LANDSCAPE

4.1 Market Overview

4.2 Market Drivers

4.2.1 Rising health and fitness awareness among Brazilian consumers

4.2.2 Increasing number of fitness centers and gyms

4.2.3 Growing popularity of sports nutrition products

4.2.4 Preference for clean-label and natural products

4.2.5 Increasing use in infant formula and pediatric nutrition

4.2.6 High-quality whey ingredients see a strong import pipeline

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4.3 Market Restraints

4.3.1 Plant-based proteins pose competition

4.3.2 Allergies and lactose intolerance in some consumers

4.3.3 Import Dependence hampering the market growth

4.3.4 Inconsistent quality and adulteration concerns

4.4 Supply Chain Analysis

4.5 Regulatory Outlook

4.6 Porter's Five Forces

4.6.1 Threat of New Entrants

4.6.2 Bargaining Power of Buyers/Consumers

4.6.3 Bargaining Power of Suppliers

4.6.4 Threat of Substitute Products

4.6.5 Intensity of Competitive Rivalry

5 MARKET SIZE AND GROWTH FORECASTS (VALUE AND VOLUME)

5.1 By Product Type

5.1.1 Whey Protein Concentrate (WPC)

5.1.2 Whey Protein Isolate (WPI)

5.1.3 Hydrolyzed Whey Protein (HWP)

5.2 By Application

5.2.1 Sports and Performance Nutrition

5.2.2 Infant Formula

5.2.3 Functional/Fortified Food

5.2.4 Beverage

5.2.5 Others

6 COMPETITIVE LANDSCAPE

6.1 Market Concentration

6.2 Strategic Moves

6.3 Market Share Analysis

6.4 Company Profiles (includes Global Overview, Market-level Overview, Core Segments, Financials, Strategic Information, Market Rank/Share, Products & Services, Recent Developments)

6.4.1 Arla Foods AMBA

6.4.2 Glanbia plc

6.4.3 Hilmar Cheese Company, Inc.

6.4.4 Fonterra Co-Operative Group

6.4.5 Royal FrieslandCampina N.V.

6.4.6 Carbery Group

6.4.7 Groupe Lactalis

6.4.8 Leprino Foods Company

6.4.9 Agropur Co-operative

6.4.10 Davisco Foods International

6.4.11 DUX Nutrition

6.4.12 Kerry Group PLC

6.4.13 Valio Ltd

6.4.14 Milkaut S.A.

6.4.15 SanCor Cooperativas Unidas

6.4.16 Mastellone Hnos SA (La Serenisima)

6.4.17 Dairygold Co-operative Society

6.4.18 Molinos Rio de la Plata

6.4.19 Volac International Ltd

6.4.20 Wheyco GmbH

7 MARKET OPPORTUNITIES AND FUTURE OUTLOOK

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