

## Business Review

## Global Protein Ingredients Markets

GLOBAL, WITH A FOCUS ON N. AMERICA, EUROPE, CHINA, APAC

2022 - 2027

**INTRODUCTION**

Protein ingredients have become an integral part of many packaged food formulations, with both a nutritional and technical function. The key trend observed in the recent past is the intense focus on the emergence of plant-based protein ingredients in the new product development. This poses the threat for dairy protein ingredients as plant-based protein ingredients (traditionally soy and recently pea) are expected to erode a significant share from dairy proteins. Recent new product launches highlight the extent of plant protein ingredients used in products especially meat alternatives and food supplements. However, plant protein ingredients, such as soy or wheat gluten, have allergenic issues, and these together with soy's GM image, pose challenges in Europe. Nevertheless, the increasing demand of plant proteins is also expected to ensure raw material availability, develop performance attributes equivalent to that of established ingredients such as soy and whey, and certify the protein quality.

The growing demand of protein ingredients are expected to be met by technological advancements by ingredient manufacturers in extraction techniques and innovations in novel proteins. Novel protein ingredients are considered to be competitive ingredients for existing dairy/plant-based protein ingredients. The range of well-known novel proteins are algal proteins, insect proteins and fungal proteins. Hemp protein, sunflower protein, oat protein and lupin protein are few other novel protein ingredients.

In addition to the changing protein ingredients trends, global markets are still reeling from a series of high-impact events. Covid-19, war in Ukraine, rising energy and raw material costs, and broader inflationary pressures have wrought turbulence on the protein ingredient markets; from trade pressure and increased transportation issues to reduced raw material availability and increased drying costs.

On account of this present turbulence, Giract has decided to explore all the trends in this 2023 update of the global protein ingredients market.

**OBJECTIVES**

Establish the competitive scenario amongst the different animal and plant derived protein ingredients and understand the dynamics vis-à-vis the new protein ingredients, which can be split into the following sub-objectives:

- To establish production/supply estimates by manufacturer, region, and product
- To profile producers and to estimate their shares in each region and product
- To estimate ingredient demand by end-use sector and region
- To identify qualitative factors that determine use in the relevant sectors and to understand the penetration potential of new protein ingredient sources
- To forecast demand by ingredient, end-use sector, and region

**PRODUCTS**

Cereal derived proteins – Wheat/rice  
 Pulse derived proteins – Soy, pea, fava, lentil, chickpea, mungbean  
 Root derived proteins – Potato  
 Dairy proteins – Whey, milk  
 Animal proteins – Gelatin, collagen, egg, HAP  
 Novel proteins – Fungal, yeast, algal, insect

*All commercially-available formats to be covered, including texturised, hydrolysed, isolates*

**MARKETS**

North America (USA+Canada), Mexico, Europe (EU27+UK+NO+CH), China, APAC (India, Indonesia, Malaysia, Singapore, Thailand, other ASEAN), RoW

**SECTORS**

Food (bakery, dairy, processed meat, meat analogues, functional foods/supplements, clinical/infant, others), Feed (pet food, animal feed)

**TIMESCALE**

Current markets 2022; forecast markets 2027

**PUBLICATION**

June 2023 (projected)

**SUBSCRIPTION**

Please contact us for subscription details

For more info, contact

**GIRACT**  
 24, Pré-Colomb  
 1290 Versoix/Geneva  
 Switzerland

V. Krishnakumar & G. Robinson  
 Tel: + 41 22 779 0500  
 info@giract.com  
[www.giract.com](http://www.giract.com)