

Business Review

Global Protein Ingredients MarketsGLOBAL, WITH A FOCUS ON N. AMERICA, EUROPE, CHINA, APAC, ANZ, ROW
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 new product development. This poses a 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 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 with soy's GM image, pose challenges in Europe. Nevertheless, the increasing demand for 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 protein quality.

The growing demand of protein ingredients is expected to be met by technological advancements (i.e. extraction techniques) and innovations in novel proteins. Novel protein ingredients are considered to be competitive ingredients for existing dairy/plant-based protein ingredients, and mainly include algal, insect and fungal proteins.

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, which can be split into the following sub-objectives:

- Estimate production/supply volumes by manufacturer, region, and product
- Profile producers and estimate their shares in each region and product
- Track trade between different regions to arrive at availability defined by $\text{Production} + \text{Import} - \text{Export} = \text{Availability}$
- Obtain indicative prices and price trends
- Estimate demand for each protein ingredient by end-use sector and region
- Identify qualitative factors that determine use in the relevant sectors and understand the penetration potential of new protein ingredient sources
- Discuss with demand companies their unmet needs and future plans to arrive at trends in the market and forecast volumes for the ingredients

PRODUCTS

Cereal derived proteins	-	Wheat, rice
Pulse derived proteins	-	Soy, pea, fava, lentil, chickpea, mung bean
Root derived proteins	-	Potato
Other plant proteins	-	Oat, sunflower, canola, corn, others
Dairy proteins	-	Whey, milk
Animal proteins	-	Gelatin, collagen, egg, HAP
Novel proteins	-	Fungal, yeast, algal, insect

All commercially available formats to be covered, including textured, hydrolysed, isolates

MARKETS

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

SECTORS

Food (Bakery, Dairy, Dairy alternatives, Processed meat, Meat alternatives, Fish alternatives, Egg alternatives, Snacks, Functional foods/supplements, Clinical/infant nutrition, others), Feed (pet food, animal feed, other non-food where relevant)

TIMESCALE

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