

Business Review

Threats to Dairy Protein Ingredients in Nutritional Sectors

SUPPLY/DEMAND/FORECASTS/TRENDS

2021 - 2026

INTRODUCTION

Dairy protein ingredients (protein content of 50% or greater, with the exception of WPC35, which is principally used as a protein source) have always held sway as the stalwart ingredients of nutritional sectors. Their excellent amino acid profile, solubility, clean-taste, and traditional perception made them difficult to replace in many applications—until now. The plant-based trend has gained rapid traction due to its vegan, sustainable, and naturally-healthy positioning. Additionally, the Covid-19 pandemic has given the plant-based sector a fillip, as consumers increasingly associate plant-based with holistic health and wellness.

Challenges persist for plant-based proteins in nutritional sectors, such as off-taste/color, solubility, anti-nutritional factors; however, the vast investments in process and application development for pea, rice, potato, fava bean, etc. made by the world's plant protein manufacturers are reducing these hurdles, and eroding market share for dairy ingredients in the nutritional sectors.

Giract seeks to identify the true threats to dairy proteins posed by plant-based alternatives in the nutritional sectors. Through its extensive research of the dairy as well as the plant-based protein markets it will present a clear view of the current dynamics for dairy and plant-based proteins in nutritional sectors, and the projected evolution of plant-based protein penetration of these markets.

NUTRITIONAL APPLICATIONS ACROSS THE FOOD-PHARMA SPECTRUM



OBJECTIVES

To present by region:

- Producers, production (kt), trade (kt), and availability (kt) for dairy and plant-based proteins
- Current (2021) demand market size (kt)
- Forecast (2026) demand market size (kt)
- The why/why not in terms of utilisation of plant-based proteins in nutritional sectors through comprehensive discussions with end-users
- Opportunities/barriers to entry for plant-based proteins in nutritional applications
- Overview of technology threats (e.g. dairy-free fermented proteins)
- The impact of Covid-19 on shaping the evolution of protein demand in nutritional sectors

PRODUCTS

Skim milk powder, whole milk powder, MPC, MPI, MPH, whey powders, WPC35, WPC80, WPI, WPH, casein/caseinates, lactoferrin, other (e.g. peptides)

Plant-based proteins to include, but not limited to, soy, wheat, pea, potato, rice, fava, etc.

MARKETS

North America (USA/Canada), Europe (EU-25/Norway/Switzerland), APAC (China, India, ASEAN, AUS/NZ)

SECTORS

Bars (high protein; weightloss), Sports & Performance Beverages (RTD; RTM), Weightloss & Nutritional Beverages (RTD; RTM), Functional Snacks, Supplements (powder; capsules; gummies), Dairy, Infant Nutrition, Clinical Nutrition (enteral; parenteral)

TIMESCALE

2021 - 2026

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