

# Milk Protein Book 2021

## The World Market for Milk Proteins 2020-2025

### Market growth further strengthened by Covid-19 effect on consumer behaviour

A new report on milk proteins from 3A Business Consulting, named *The World Market for Milk Proteins 2020-2025*, shows that the market for milk proteins is continuing its growth despite Covid-19. In general, dairy production and demand have to a large extent been maintained during the Covid-19 pandemic, however, there has been a significant shift from food service to retail and from traditional distribution channels to e-commerce, as well as increased price volatility. The B2B business for milk proteins is hardly affected by the pandemic. Given Covid-19, innovation and subsequently the number of product launches decreased in 2020, albeit there was a surge in products claiming a positive effect on immune health.

The world market for milk proteins continues to grow by 2-3% annually in volume terms. Value has fluctuated over the review period 2016-2020 given the price volatility of milk ingredients. The prices of the higher value-added milk ingredients, e.g., milk protein isolates and milk protein hydrolysates, have not shown the same price volatility as the milk protein commodities such as casein and lower grades of milk protein concentrates. Currently, it is estimated that the world market for milk proteins is worth approx. USD 4.9 billion in constant 2020 prices and amounts to approx. 680,000 MT in 2020. The biggest product categories are casein/caseinates followed by milk protein concentrates 42-85.

*"The main drivers for dairy remain intact - the world's population continues to grow, living standards are improving, dairy consumption is increasing especially in the Asian region, and consumers are increasingly being motivated to buy products from a health and nutrition perspective including products with a higher protein content"*, says Tage Affertsholt from 3A Business Consulting.

The report provides an overview of the current and expected future global market for milk proteins. It is global in scope, with a comprehensive regional analysis of the EU, North America, Latin America, Eastern Europe, Asia, Middle East & Africa, and Oceania markets. Specifically, the report covers casein and caseinates, milk protein concentrates, milk protein isolates, total milk proteins, hydrolysed milk proteins, micellar casein, milk permeate powder as well as milk derived native whey proteins. The headlines are:

- Regional market size volume for milk proteins 2020-2025
- Milk protein demand per region
- Key company presentations
- Global survey of product launches containing milk proteins
- Product properties and applications
- World trade flows
- Investments and acquisitions

Asia including China is the single major dairy market for traditional milk powders in the world, however China is also rapidly catching up with the EU and the US regarding casein/caseinates and milk protein concentrates/isolates. Consumption of real high-end milk proteins is still dominated by the EU and the US.

Production of milk powders is huge in Oceania, EU and US and the production of casein/caseinates and the other milk proteins is also the domain of Oceania, the EU, and the US.

Oceania and in particular New Zealand is playing the leading role in export trade followed by EU. For milk proteins, Asia, US and Middle East are the leading importing regions.

*"No doubt the information and analysis contained in this report will provide dairy and other food ingredient companies with an important navigational tool in their strategic planning process"*, says Tage Affertsholt, Managing Partner of 3A Business Consulting.

## Scope and objectives

The main objective of this report is to provide an overview of the current and expected future global market for milk proteins, based upon a comprehensive assessment and characterisation of production, product properties and utilisation, supply and demand as well as trade issues.

The areas covered in this report are:

- Regional market size forecasts for milk proteins 2020–2025
- Key company profiles
- Global survey of new product launches containing milk proteins
- Product properties and applications
- Production technology
- Global trade flows
- Investments, strategic alliances, and Mergers & Acquisitions
- Industry trends, price analysis and outlook 2020–2025

The geographical scope and focus of the report is the global milk protein market, consisting of seven individual regional markets:

- **EU–area (henceforth EU)**, consisting of EU–28 and the EFTA countries
- **North America**, consisting of the US and Canada
- **Oceania**, consisting of Australia and New Zealand
- **Latin America**, including all Middle– and South American countries
- **CIS–area (henceforth CIS)**, consisting of Belarus, Russia, and Ukraine
- **Asia**, assessed as the major economies in the Asian region
- **Middle East and Africa**, assessed as major Middle East and African countries

The product scope and focus of this report is on the following milk proteins:

- Casein
- Caseinate
- Milk protein concentrate
- Milk protein isolate
- Micellar casein concentrate
- Micellar casein isolate
- Native whey

An examination of other milk proteins and milk permeate is presented in the final chapter of the report. These include:

- Milk protein hydrolysate
- Total milk protein
- Milk permeate

To offer an overview as representative as possible, different sources have provided the basis for this report. Because very few official statistics are available in relation to many of these products, a wide range of information has been gathered, analysed, and integrated into a coherent document, facilitating what can be defined as a best estimate.

The *Milk Protein Book 2021* is considered by 3A Business Consulting as the best possible approximation in relation to global production, trade, and demand of milk protein products.

### Time frame:

- 2016–2020 and 2020–2025

### Price

- The report is available in an electronic and/or hardcopy version and is priced at EUR 5,800.00

### Timing

- The report is published January 2021

# Contents

<b>1. Introduction and methodology</b> .....	<b>6</b>
1.1. Scope and objective .....	6
1.2. Methodology .....	7
<b>2. The EU market for milk proteins</b> .....	<b>9</b>
2.1. Production .....	9
2.2. Trade .....	10
2.3. Demand .....	14
2.4. Milk protein producers .....	16
<b>3. The North American market for milk proteins</b> .....	<b>32</b>
3.1. Production .....	32
3.2. Trade .....	34
3.3. Demand .....	37
3.4. Milk protein producers .....	39
<b>4. Oceanian market for milk proteins</b> .....	<b>50</b>
4.1. Production .....	50
4.2. Trade .....	51
4.3. Demand .....	55
4.4. Milk protein producers .....	56
<b>5. Latin American market for milk proteins</b> .....	<b>63</b>
5.1. Production .....	63
5.2. Trade .....	64
5.3. Demand .....	66
5.4. Milk protein producers .....	67
5.4.1. Mexico .....	67
5.4.2. Brazil .....	67
5.4.3. Argentina .....	67
5.4.4. Chile .....	67
5.4.5. Uruguay .....	68
<b>6. Russia-Belarus-Ukraine market for milk proteins</b> .....	<b>69</b>
6.1. Production .....	69
6.2. Trade .....	70
6.3. Demand .....	72
6.4. Milk protein producers .....	72
6.4.1. Russia .....	72
6.4.2. Ukraine .....	73
6.4.3. Belarus .....	74
<b>7. Asian market for milk proteins</b> .....	<b>75</b>
7.1. Production .....	75
7.2. Trade .....	75
7.3. Demand .....	78
7.4. Milk protein producers .....	80

<b>8. MEA market for milk proteins</b> .....	<b>82</b>
8.1. Production.....	82
8.2. Trade.....	82
8.3. Demand.....	84
8.4. Milk protein producers.....	85
<b>9. The global market for milk proteins</b> .....	<b>86</b>
9.1. Global production overview.....	86
9.2. Global trade overview.....	92
9.3. Global demand overview.....	96
9.4. Price analysis and world market value.....	110
9.5. Other milk proteins.....	112
9.5.1. Milk protein hydrolysates.....	112
9.5.2. Total milk protein.....	112
9.5.4. Milk permeate.....	113
9.6. Summary of major investments in milk proteins 2016-2020.....	113
9.7. Industry challenges and opportunities.....	114
<b>Appendix</b> .....	<b>120</b>
Product analysis.....	120
Product properties and applications.....	126
Casein.....	126
Caseinate.....	127
Milk Protein Concentrate.....	129
Milk Protein Isolate.....	130
Micellar Casein.....	131
Native Whey.....	133
Milk proteins as emulsifiers.....	133
Milk proteins in clinical nutrition products.....	134
Milk proteins in dairy products.....	134
Milk proteins in infant formula.....	135
Summary and production technologies.....	136
Production technology.....	137

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