



# Casein & Derivatives Market Size to Grow at a CAGR of 3.9% During the Forecast Period 2020–2025

**Casein & Derivatives Market** size is estimated to be \$4.3 billion in 2019, growing at a CAGR of 3.9% during the forecast period 2020-2025. Casein is the principle protein found in milk and is responsible for the white, opaque appearance of milk. Increasing demand of casein protein and derivatives in a various industry such as food and beverages, pharmaceutical, cosmetics, paints, dietary supplements and coating is poised to trigger its market growth in the upcoming years. In addition, minor industrial application includes the seasoning and dressing of leathers, cleaners and polishes for shoes, textile printing and sizing, insecticide sprays, soap making and many uses in which casein serves as a protective colloid, emulsifying agent. Furthermore, in August 2020 Arla Foods Ingredients launched the first ever organic micellar casein isolate, helping manufacturers meet demand for organic, natural and functional protein products. With the rising demand of food and protein supplements, the demand of casein is also increasing which is likely to boost the overall income of the Casein & Derivatives Market during the forecast period 2020-2025.

## By Product- Segment Analysis

By Product, the Casein Derivatives Market is segmented into Edible Casein, Industrial Casein and Casein Derivatives. The Edible Casein held the largest market share in 2019 as it is an integral component of milk which helps in building immunity, a highly nutritious and possess all the essential amino acids widely used in different food preparation and as a binding agent. Moreover, Milkfood Limited manufacture Edible Acid Casein, which is a low-fat milk protein, free of carbohydrates. It has good flavor and excellent dietary properties that makes it ideal for medical and nutritional application. In addition, it is used in a wide range of food products such as analogue cheese, coffee whiteners, whipped toppings, bakery products, ice cream and frozen desserts, confectionary, milk substitute in processed foods and in noodles, chocolates and sweets thereby propelling its demand. Also, industrial casein segment is projected to witness growth at fastest CAGR of 4.8% in forecast period 2020-2025. Isolated casein is a valuable raw material used for a wide variety of industrial sectors as it is used as a binder for paints, for gluing plywood, as a photoresist in etching and for the manufacture of adhesives, putty, textile finishes and block stains for leather. These are the key benefits driving the Casein and Derivatives market during the forecast period 2020-2025.

## By Application- Segment Analysis

The Food and Beverages is considered to be one of the fastest growing segments of casein and derivatives market in 2019 owing to the growing demand for sports supplements coupled with the rising use of casein in bakery and confectionary products. Moreover, whey protein is considered to be one of the most important and effective supplements in sports nutrition owing to its ability to increase muscle mass and build strength. Furthermore, AMOC protein offers AC-110F a 110-mesh acid casein produced by acidification of pasteurized skim milk. This product offers great nutritional value owing to its excellent amino acid profile, low-fat and low-lactose content. Furthermore, the growth is driven by the rising demand of convenience food products and beverages to save both customers time and effort, given their hectic schedules. Owing to these benefits of casein and derivatives, there is an upsurge in the demand of casein products and therefore, the market is estimated to witness significant growth during the forecast period 2020-2025.

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### **Geography- Segment Analysis**

North America contributed to the largest market share in 2019 owing to the presence of large dominant players in the region including Amco Proteins, Erie and Friesland Campina. Increasing awareness about the nutritional benefits of casein and rising demand of flavored drinks and beverages in this region have highly supported the growth of regional market. Europe casein and derivatives market are another dominant market owing to the presence ARLA Foods and Danone. Moreover, in September 2019, European Dairy Cooperative and Arla Foods has entered a commitment to help further develop a sustainable dairy industry in Nigeria under a public-private partnership.

### **Drivers – Casein & Derivatives Market**

- **Increasing Awareness Among Consumer Regarding Nutritional Benefits of Casein and Derivatives**

Increasing awareness among consumers regarding nutritional benefits of casein and derivatives is a significant factor driving the Casein and Derivatives market during the forecast period 2020-2025. Moreover, the rising use of casein in various food industries and industrial sectors is further contributing to its market growth. Growing developments and product launches by major players is a significant factor driving the Casein & Derivatives Market during the forecast period 2020-2025.

- **Rising Demand of Bakery and Confectionary Products**

Rising Demand of Bakery and Confectionary Products is a major factor driving the Casein & Derivatives Market during the forecast period 2020-2025. Moreover, Dairy Australia provides Food Grade whey powder in the manufacture of ice-cream, bakery products (cakes, biscuits), chocolate flavoring, infant formula, yoghurt, beverages and processed meat. In addition, the wide acclamation in celebratory events and household occasion there is a demand for cakes and pastries at affordable prices which is further contributing to its market growth.

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## **Challenges – Casein & Derivatives Market**

- **Alternatives of Casein and Derivatives**

Some of the factors that may impede the growth of Casein & Derivatives Market are alternative of Casein and Derivatives such as soy, rice, potato-based milk and almond protein. Moreover, their cost is less than that of Casein and Derivatives and helps to fight against diabetes and high blood pressure which serves as a setback for the growth of Casein and Derivatives market during the forecast period 2020-2025.

## **Casein & Derivatives Market Industry Outlook**

Product Launches, Merger & Acquisitions, joint ventures and R&D activities are key strategies adopted by the players in Casein & Derivatives Market. Casein & Derivatives Market top 10 companies are Amco Protein, Arla Foods, Avani Food Product, Danone S A, Erie, Fonterra, Friesland Campina, Groupe Lactalis, Huaan Biological Product and Kaskat.

## **Developments:**

February 2018: Fonterra Co-Operative Group Limited and the A2 Milk Company entered into a comprehensive strategic relationship that links Fonterra's global milk pool and supply chain, manufacturing capability and in-market sales and distribution capacity with a2MCS brand strength and capabilities.

## **Key Takeaways**

- The Edible Casein held the largest market share in 2019 owing to the fact that it is an integral component of milk which helps in building immunity, a highly nutritious, possessing all the essential amino acids widely used in different food preparation and as a binding agent.

- The Food and Beverages is considered to be one of the fastest growing segments of casein and derivatives market in 2019 owing to the growing demand for sports supplements coupled with the rising use of casein in bakery and confectionary products.
- North America contributed to the largest market share in 2019 owing to the presence of large dominant players in the region including Amco Proteins, Erie and Friesland Campina.
- Increasing awareness among consumers regarding nutritional benefits of Casein and Derivatives is a significant factor driving the Casein and Derivatives market during the forecast period 2020-2025.

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