Global Market Study on Casein and Caseinate: Industrial Casein to be the Largest Sub-segment by 2025

Description: Casein can be defined as the protein found in all mammals' milk which include cow, sheep, goat, yak, buffalo, camel and human. Casein also exists in pure form by acidifying milk to the isoelectric point at pH 4.6 by either lactic acid or mineral acid. Caseinate is soluble salts of caseins; they contain essential amino acids and have a protein efficiency ratio of 2.5.

The primary objective of the report is to offer updates on the advancements in the food industry that have given rise to utilization of dairy ingredient: such as casein and caseinate, which is significantly fulfilling consumer demands for proteins.

The casein and caseinate market is segmented into
1) Casein and caseinate, by product type
2) Casein and caseinate, by application
3) Casein and caseinate, by region

This report covers the casein and caseinate market performance in terms of value and volume contribution. This section additionally includes PMR's analyses of the key trends, drivers, restraints and opportunities, which are influencing the casein and caseinate market. Impact analysis of the key growth drivers and restraints, based on the weighted average model, is included in this report, to better equip and arms clients with crystal clear decision-making insights.

The global casein and caseinate market is mainly driven by factors such as rising health awareness and new functional food product launches, growing disposable income, increasing promotional activities and growing demands for protein enriched food products. However, restraints faced by the global casein and caseinate market are decline in preference for low carb diet, limited and fluctuating supply and increasing raw material & manufacturing costs.

On the basis of product type, the casein is segmented as edible casein and industrial casein. Among these, industrial casein segment is estimated to remain dominant with 90.2% share of the total global casein and caseinate market in 2025, followed by edible casein with 9.8% share. Caseinate market is segmented as sodium, calcium and potassium caseinate. Sodium caseinate market accounted for 49.8% and expected to reach 53.3% by 2025. In terms of volume data North America is accounted for 111.3 Metric Tons and expected to reach 171.9 Metric Tons by 2025, and registering CAGR of 4.4% in forecast period.

On the basis of application type, the market has been segmented into food and beverage, industrial, pharmaceuticals, cosmetics and others. Food and beverage segment accounted for 72.9% share of the global casein and caseinate market in 2014, and is expected to register a healthy CAGR of 5.0% over the forecast period. North America is expected to be dominant market contributing 1231.6 Mn in 2014 and is expected to register CAGR of 5.1% during forecast period. Food and beverage segment is further sub-segmented as nutritional food and beverages, infant nutrition and dairy products. Nutritional food and beverages is categorised as meal replacements, clinical nutrition and sports and slimming products. Of all these categories, sport and slimming products is contributing highest share of 49.9% in 2014 and is expected to be dominant during forecast period. Infant nutrition is categorised as wet product and dry products. Asia Pacific Excluding Japan is anticipated to register the highest CAGR between 2015 and 2025, followed by Latin America due to increasing infant formula market and reduction in trade barriers in the ASEAN region coupled with rising demand of food and beverage.

Key players included in the report are Nestlé S.A., Danone S.A., Arla Foods and Groupe Lactalis. Friesland Campina, Fonterra, Westland Milk Products, Groupe Lactalis and Saputo. Companies in casein and caseinate market are expanding their presence by mergers and acquisition and signing partnerships agreements. For instance, in early 2015, Arla Foods and DMK Group entered into a partnership to open a new production facility at DMK Germany. This new site will produce whey products for the global market.

The global casein and caseinate market is segmented as follows:
By Product Type
Casein
Edible Casein
Industrial Caseinate
Sodium Caseinate
Calcium Caseinate
Potassium Caseinate

By Application
Food & Beverages
Nutritional Food and Beverage
Meal Replacement
Clinical Nutrition
Sports and Slimming Food
Infant Nutrition
Wet Products
Dry Products
Dairy Products
Cheese
Ice-Cream
Butter
Yogurt
Industrial
Pharmaceutical
Cosmetics
Others

Key Regions/Countries Covered
North America
US
Canada
Latin America
Brazil
Mexico
Argentina
Western Europe
Germany
France
United Kingdom
Italy
Spain
Rest of Europe
Benelux Union
CIS Countries
NORDIC Countries
Asia Pacific Excluding Japan (APEJ)
India
China
Oceania & Others
Japan
Middle East & Africa (MEA)
Africa
GCC

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