

Whey Protein's Market Momentum



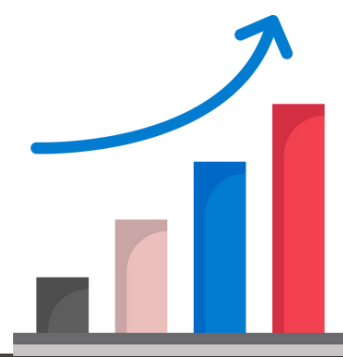
Whey Protein

Whey Protein is a natural by-product of curdling and straining milk into cheese. Possessing all 9 essential amino acids, it is a complete protein that is vital for building muscle and assists with muscle recovery after exercise.¹



Market Trends

- Popular with athletes and those focused on fitness.²
- Finding its way into everyday food products, from protein to baked goods.³
- Being incorporated into skincare and beauty products.⁴



Projected Growth

The global whey protein market was estimated to be worth USD 11757.42 Million in 2022 and is expected to reach USD 21379.2 Million by 2028, with a compounded annual growth rate of 10.48%.⁵

2022 Whey Protein Market Share by Region⁶



38%
North America



28%
Europe



26.10%
Asia Pacific



5%
Latin America



2.90%
Middle East and Africa

Innovations & Future Possibilities

Plant-Based Blends⁷

Manufacturers are exploring combining whey with plant proteins.



Personalized Products⁸

In nutrition, tailored whey protein formulations are being developed.



Stay updated with the dynamic world of [whey protein](https://www.vivion.com).



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