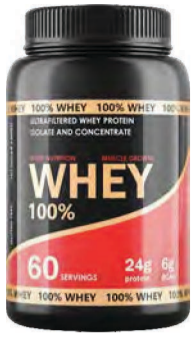


# Whey Protein's Market Momentum



## 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.<sup>1</sup>



## Market Trends

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



## Projected Growth

The global whey protein market was estimated to be worth USD 11.79 Billion in 2023 and is expected to reach USD 22.63 Billion by 2032, with a compounded annual growth rate of 7.5%.<sup>5</sup>

## 2022 Whey Protein Market Share by Region<sup>6</sup>



38%  
North America



28%  
Europe



26.10%  
Asia Pacific



5%  
Latin America



2.90%  
Middle East and Africa

## Innovations & Future Possibilities

### Plant-Based Blends<sup>7</sup>

Manufacturers are exploring combining whey with plant proteins.



### Personalized Products<sup>8</sup>

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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