

# Meet the Dairy Protein Superstars



## Whey & Milk Protein Growth in 2020



**Whey protein and milk protein product launches are growing strong—and reaching new records!**

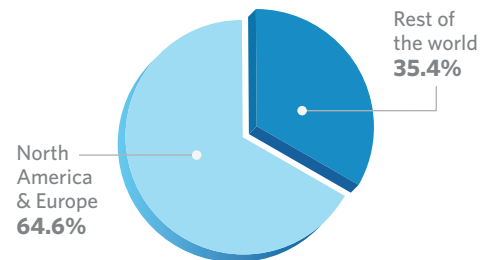
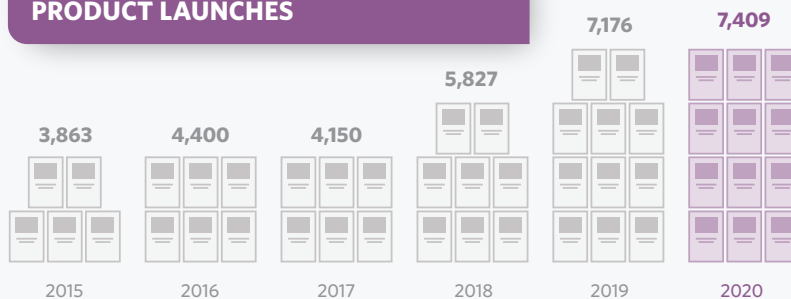


### The Whey to Success



In 2020, tracked new whey protein launches were up 3.3% globally over 2019. That's an impressive 13.9% compound annual growth rate (CAGR) from 2015 to 2020 and almost double the number of product launches in 2015.

#### TRACKED GLOBAL F&B WHEY PROTEIN PRODUCT LAUNCHES



This growth spans the globe, with **over 1/3** of launch activity occurring outside of North America and Europe.



USA  
16.3%



China  
8.2%



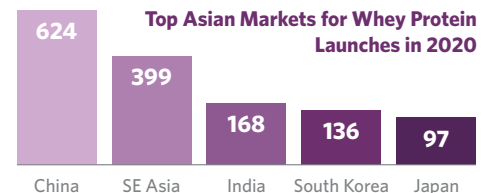
Germany  
6.5%



UK  
5.6%



Brazil  
3.8%



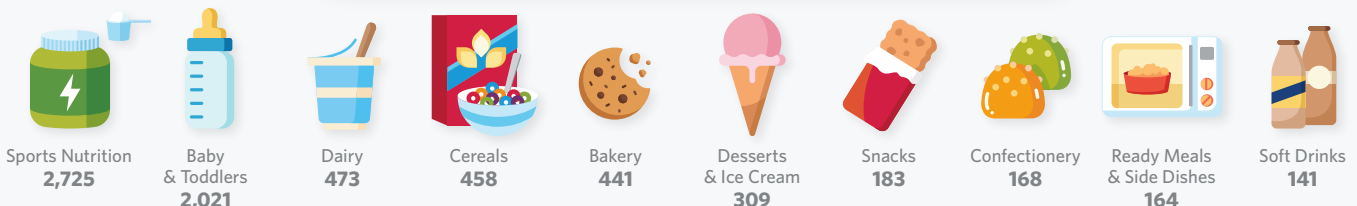
The top 5 markets accounted for **40%** of 2020 tracked global food and beverage (F&B) whey protein launches ...with **1 in 5** launches in Asia!

### How Is Whey Protein Being Used?



If you thought it was only used in sports nutrition and baby and toddler products, think again! While those categories lead the way, whey protein is popular in dairy, cereals, bakery, desserts, and snacks, too.

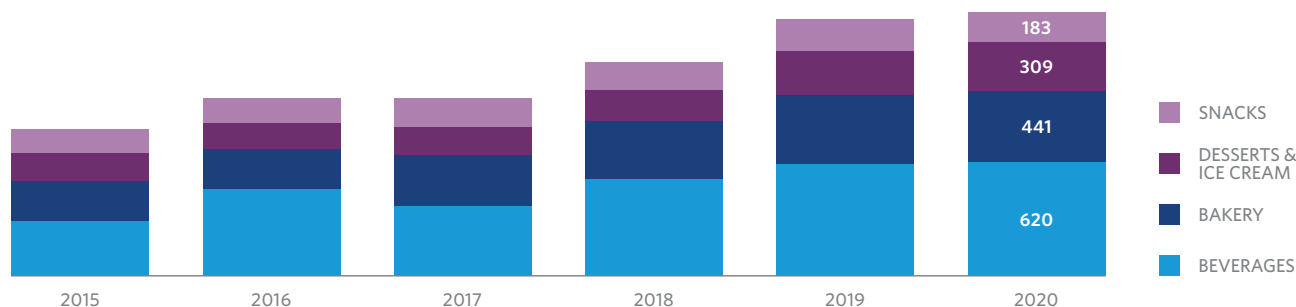
#### TOP 10 F&B WHEY PROTEIN PRODUCT LAUNCHES IN 2020



## A Popular Protein



Whey protein can flex some serious benefits when it comes to nutrition and usage. And there's no *whey* this superstar ingredient is slowing down! Let's take a closer look at the products using whey protein.



## Milk Proteins Are Also Smashing Records



Whey protein isn't alone—milk proteins are also in it to win it, hitting a new record in 2020!

TRACKED GLOBAL F&B MILK PROTEIN PRODUCT LAUNCHES

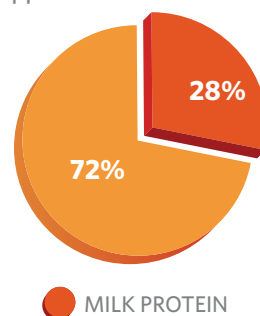
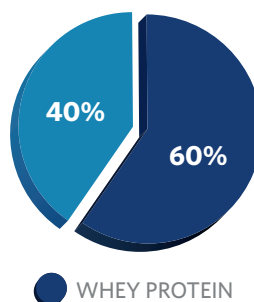


That's a **3.7%** CAGR and a **19.7%** increase in launches from 2015 to 2020.

## Products with a High Protein Claim Are Booming



More companies are calling out high—or source of—protein claims on packaging, demonstrating dairy protein's marketing appeal.



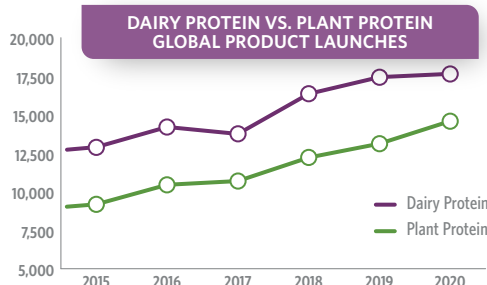
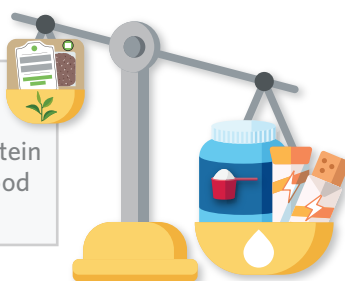
## Did You Know?



Dairy protein product launches exceed plant protein product launches.

### It's true!

Dairy proteins remain the protein of choice for food formulators.



Dairy protein product launches increased across the majority of the world's regions in 2020.

## Opportunity Awaits: Start Innovating with U.S. Dairy Proteins



Dairy proteins show no sign of slowing down, and we're here to help you incorporate these popular, nutritious, and functional ingredients into your formulations. The USA offers an array of sustainably produced whey and milk protein ingredients, satisfying diverse application needs.

To learn more, contact [info@thinkusadairy.org](mailto:info@thinkusadairy.org)

[linkedin.com/company/Think-USA Dairy](https://www.linkedin.com/company/Think-USA Dairy) [Twitter ThinkUSA Dairy](https://twitter.com/ThinkUSA Dairy)

Data Source: Innova Market Insights, Innova Database. Food and Beverage category only, excludes supplements and medical nutrition.

Whey Protein group includes Whey Protein, Whey Protein Concentrate, Whey Protein Hydrolysate, and Whey Protein Isolate.

Milk Protein group includes Milk Protein, Milk Protein Concentrate, Milk Protein Hydrolysate, Milk Protein Extract, and Milk Protein Isolate.

Dairy Protein group includes 32 whey protein, milk protein, casein protein, and other dairy-based protein ingredients.

Plant Protein group includes 70 ingredients, including soy, pea, almond, potato, wheat, rice, oat, lupin, and more

© 2021 U.S. Dairy Export Council | WW027E M



U.S. DAIRY  
EXPORT COUNCIL