

Grass-Fed Protein Market to Hit \$280.6 Million

Grass-fed protein market to surge 8.7% by 2031, fueled by consumer health concerns.

WILMINGTON, NEW CASTLE, DELAWARE, UNITED STATES, June 14, 2024 /EINPresswire.com/ -- According to a new report published by Allied Market Research, titled, "[Grass fed Protein Market](#)," The grass fed protein market size was valued at \$122.8 million in 2021, and is estimated to reach \$280.6 million by 2031, growing at a CAGR of 8.7% from 2022 to 2031.



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Grass-fed protein offers a unique combination of nutrition and sustainability.”
Allied Market Research

Grass fed protein is widely preferred due to its health benefits. In addition, it is widely used in Europe and North America followed by Asia-Pacific. Some of the popularly used grass fed protein products are whey grass fed protein powder, casein grass fed protein powder, 100% grass fed protein shake, and grass fed protein bars.

Grass fed protein market trends includes growing usage of grass fed protein powder in various industries such as food & beverages and pharmaceuticals is exponentially fostering the grass fed protein market demand across the globe. The grass fed protein aids in disease prevention such as such as obesity, heart disease and such factors is paving the way for its increase in use in pharmaceuticals & nutraceuticals, hence create huge grass fed protein market opportunity across the globe.. Therefore, the potential uses of grass fed protein is expected to boost its application in different industries, thereby propelling the growth in grass fed protein market forecast period.

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The global grass fed protein market is segmented on the basis of product type, flavor, distribution channel, and region. On the basis of product type, the market is categorized into powder, shakes & drinks, bars, and others. According to flavor, it is fragmented into chocolate, vanilla, and others. As per distribution channel, it is divided into hypermarket/supermarket, online sales channel, and specialty stores. Region wise, it is analyzed across North America (the U.S., Canada, and Mexico), Europe (Germany, France, the UK, Spain, Italy, Belgium, the Netherlands, and the rest of Europe), Asia-Pacific (China, Japan, India, South Korea, Australia, New Zealand, and the rest of Asia-Pacific), and LAMEA (Brazil, South Africa, Argentina, UAE, and the rest of LAMEA).

By product type, powder segment was the highest revenue contributor in 2021, and is expected to register a CAGR of 8.8%. This is due to popularity of protein powder among gym goers that increased the demand for grass fed protein powder segment.

On the basis of flavor, the chocolate segment was the highest revenue contributor in 2021 valued \$49,340.6 thousand and is expected to reach \$113,029.0 thousand by 2031 at a CAGR of 8.7%. This due to its exquisite taste of chocolate flavor derived from cocoa powder that increases its popularity among consumers, thereby contributing towards grass fed protein market growth.

Based on distribution channel, the grass fed protein market share for hypermarket/supermarket held the largest share in 2021 and is expected to continue the same in 2031. This is owing to easy accessibility of consumers to hypermarket/supermarket coupled with the availability of various categories of similar grass fed protein products under single roof.

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Grass-fed protein typically refers to protein derived from animals that have been raised on a diet primarily consisting of grass or forage. This contrasts with conventionally raised animals, which may be fed grains or other feeds.

Grass-fed protein sources include beef, lamb, and dairy products such as milk and cheese. Advocates of grass-fed protein claim that it can have several potential benefits compared to conventionally raised protein sources.

Grass-fed animals may have a different nutrient profile compared to those raised on grain-based diets. For example, they may contain higher levels of omega-3 fatty acids and certain vitamins and minerals.

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Grass-fed meat and dairy products

may contain higher levels of beneficial fats, such as conjugated linoleic acid (CLA), which is believed to have various health benefits.

Some consumers choose grass-fed protein

for ethical reasons, believing that it is more environmentally sustainable and promotes better animal welfare.

Grass-fed meat is often touted

for its distinct taste and texture, which some people prefer over conventionally raised meat.

It's essential to note that while grass-fed protein may offer certain benefits, the scientific evidence supporting these claims is not definitive, and more research is needed to fully understand the differences between grass-fed and conventionally raised protein sources. Additionally, grass-fed protein products may be more expensive than their conventional counterparts due to factors such as higher production costs.

As per region, the grass fed protein market size for Europe region was highest in 2021 due to rising preference of the regional population toward healthy products. Government of few countries such as U.S., Germany and France in this region provides subsidies to promote grass fed farming. Furthermore, growth in urban population combined with rise in disposable income & living standards, is expected to contribute to overall growth. However, Asia-Pacific is predicted to have the most promising growth rate owing to the development in product innovation as well as lucrative product offering with varieties of flavors in the grass fed protein industry.

During grass fed protein market analysis, food & beverage sectors attain wide application of grass fed protein across the globe. Also, the market is being driven by factors such as rapid growth in the food & beverage as well as dairy industries in developing countries, as well as increased awareness of the benefits of grass fed protein. The major players operating in the global grass fed protein market are Garnly Nutrition, MusclePharm, Naked Nutrition, Organic valley, Promix nutrition, NutraBio Labs, Now foods, Fonterra, Arla food ingredients and Kerry.

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Grass-fed protein market analysis

1. What are the key drivers of the grass-fed protein market?

2. Which regions are expected to show the highest growth in the grass-fed protein market?

3. What are the major challenges facing the grass-fed protein market?

4. Which companies are the major players in the grass-fed protein market?

5. What are the future prospects of the grass-fed protein market?

6. How is the grass-fed protein market expected to evolve in the coming years?

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