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.

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

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.
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!

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

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.

**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.

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