

WHEY PROTEIN HYDROLYSATES MARKET

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STRATEGIES TO GROW YOUR BUSINESS

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In this case study, a dairy protein company engaged CPL Business Consultants to assist with its corporate planning and choosing a market strategy for whey protein hydrolysates. The report contained a number of strategic options as well as CPL's own recommendations.

OBJECTIVE

The objective of this study was to assist our client in assessing the market for whey concentrates, hydrolysates and isolates.

The study provided an overview of the protein market with emphasis on the relevant hydrolysate market segment within the functional food, infant and sports nutrition sectors. The information obtained in this study assisted our client in choosing its future strategy.

METHOD

During the course of the study, contacts were made with raw material suppliers, distributors and manufacturers of protein hydrolysates, especially in North America and the EU. Interviews were conducted with those knowledgeable in the industry.

The main contents of the study were based on a large number of other sources, including in-house databases, regulators, trade journals, patent databases, scientific journals and existing reports on the protein markets in North America and Europe.

The data collected were used to assess and analyse the issues in sufficient depth to allow strategic conclusions to be drawn.

Click to see [the contents of the study](#) or look below for an outline.

WHEY PROTEIN HYDROLYSATES MARKET

Objective and Method

Principle findings

- Markets
- Sports Nutrition
- Infant Nutrition
- Clinical Nutrition
- Players and Products
- Key Success Factors
- Barriers to Entry
- Innovation
- Clinical Studies
- Patents
- News

Conclusions

- Markets
 - Sports Nutrition
 - Infant Nutrition
 - Clinical Nutrition
- Players and Products
- Key Success Factors
- Barriers to Entry
- Innovation and IP
 - Clinical Studies

Options

- Market Strategies
- Operational Strategies
- Corporate Strategies

Recommendations

Introduction

- Whey
- Use of Hydrolysates in Sports Nutrition
- Use of Hydrolysates in Infant Formulas
- Use of Hydrolysates in Clinical Nutrition

Market

- Segmentation
- Whey Products Overview
- Whey Powder
- Whey Protein Concentrate
- Pharma-Grade Lactose
- Whey Protein Isolate
- Whey Protein Hydrolysate
- Volume, Value and CAGR
- Milk Ingredients
- Global Whey Market
- Hydrolysate Market
- Whey Protein & Whey Protein Hydrolysate Market
- US- Whey Protein Market & WPC80
- Europe- Whey Protein Market
- India- Whey Protein Market
- End-User Sectors
- Competition
- New Product Development Activity

Companies and Products

- Overview of 12 Companies
- General News

End Users

- 3 Retail Supplement Companies
- 8 Direct Selling Supplement Companies
- 10 Practitioner Channel Sales in US

Contact Reports

- Overview of Contact Views

Contact Reports

- Overview of Contact Views
- 11 Hydrolysate Manufacturers
- 7 Infant Formula Manufacturers
- 4 Sports Nutrition and Bar Manufacturers
- 3 Others

Regulations

- Infant Formula
- Exempt Infant Formulas

Patents

Recent Research

- Overview
- Abstracts

Clinical Trials

- Whey Protein Hydrolysates
- All Whey and Whey Derivatives

News

- Markets
- Company News from 6 Companies
- 46 News Articles

45 Tables

9 Figures

Have a look at our [PowerPoint Introduction](#) and Brochure describing deliverables, differentiators and case studies. You can also review [eight case studies](#).