

# Grass fed Protein Market Growth Prospects Predicted to Reach \$280.6 Million by 2031

*Grass fed protein market trends includes growing usage of grass fed protein powder in various industries such as food & beverages and pharmaceuticals*

PORTLAND, OR, US, October 12, 2022 /EINPresswire.com/ -- 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. The market is expected to reach \$280.6 million by 2031, growing at a CAGR of 8.7% from 2022 to 2031.

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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.

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1) This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the grass fed protein market analysis from 2021 to 2031 to identify

the prevailing grass fed protein market opportunities.

2) The market research is offered along with information related to key drivers, restraints, and opportunities.

3) Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.

4) In-depth analysis of the grass fed protein market segmentation assists to determine the prevailing market opportunities.

5) Major countries in each region are mapped according to their revenue contribution to the global market.

6) Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.

7) The report includes the analysis of the regional as well as global grass fed protein market trends, key players, market segments, application areas, and market growth strategies.

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Key Players:

Gnarly Nutrition

MusclePharm

Naked Nutrition

Organic Valley

Promix Nutrition

NutraBio Labs

Now foods

Fonterra

Arla Food Ingredients

Kerry.

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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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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).

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[Black Pepper Market](#)

[Bouillon Market](#)

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