

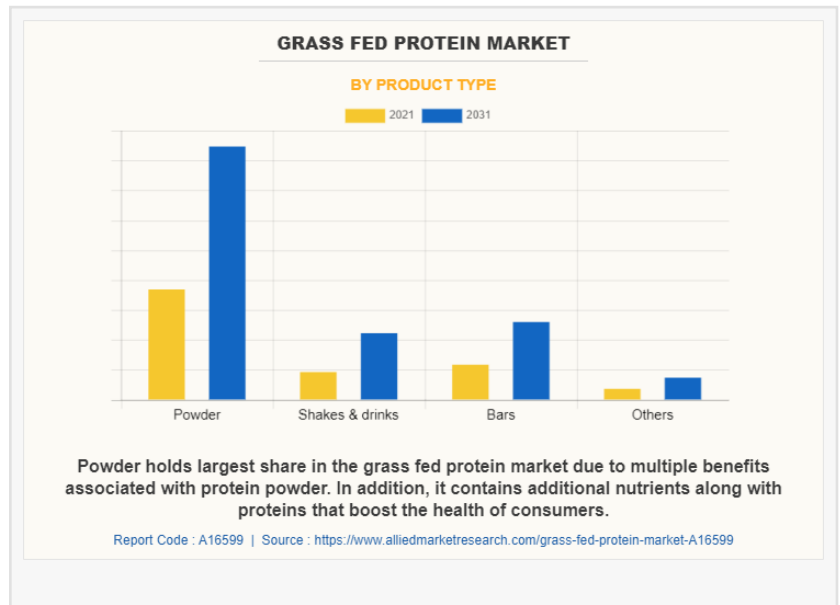
# Grass fed Protein Market Revenue to be at \$280.6 Million with CAGR of 8.7% by 2031 | AMR

WILMINGTON, DE, UNITED STATES,  
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EINPresswire.com/ -- [Global 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.

Consumers now-a-days have less time to take proper care of their diet, resulting in low protein consumption. Therefore, consumers are increasingly opting for grass fed protein supplements in order to fulfil their

protein needs. This is expected to boost the demand for the protein-based supplements, thereby contributing positively towards the growth of the grass fed protein market.



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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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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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