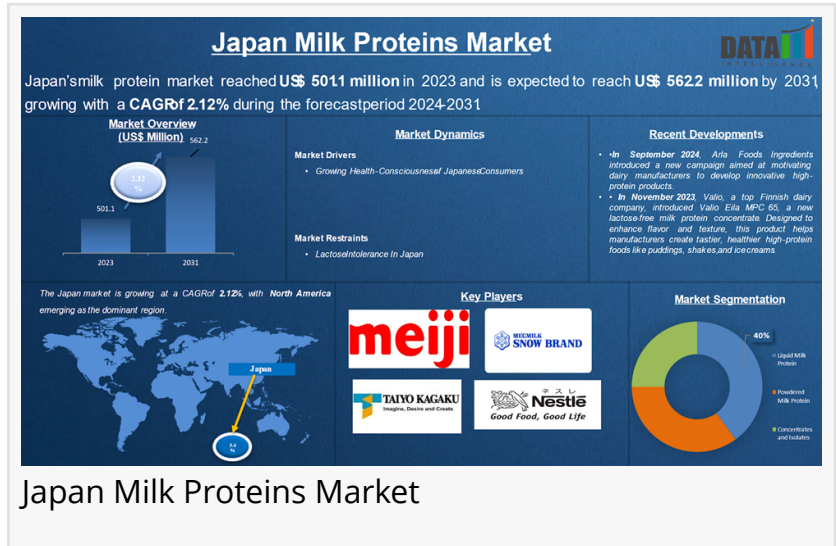


Growing Demand for Milk Proteins in Japan Market Forecast & Opportunities

Japan's milk proteins market sees strong growth, fueled by functional foods, sports nutrition, and consumer focus on healthy, high-protein diets.

TOKYO, YOKOHAMA, JAPAN, August 18, 2025 /EINPresswire.com/ -- Market Overview

The [Japan Milk Proteins Market](#) was valued at approximately US\$501.1 million in 2023 and is on track to reach around US\$562.2 million by 2031, growing at CAGR 2.12 % annually. Consumers are embracing milk-based proteins for muscle building, weight management, and overall health support.



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Japan's milk proteins market, valued at \$501.1M in 2023, is set to hit \$562.2M by 2031, fueled by health, fitness, and functional food demand.”

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Market Drivers & Opportunities

Japan's aging, health-aware population is driving demand for protein-rich options. Innovations in dairy processing are making milk proteins more affordable and versatile for everything from protein shakes to meal replacements. Plus, a growing interest in clean-label and functional foods is opening new doors for brands to differentiate.

Key Players

CRUST Group
Oisix Ra Daichi Co., Ltd.
Aranea LLC.
DEAN & DELUCA

Norwegian Mycelium
Loss Zero
Tokyo Co., Ltd

Market Segments:

By Type: Casein, Whey Protein

By Source: Cow Milk, Goat Milk, Sheep Milk, Buffalo Milk, Other Source,

By Form: Liquid Milk Protein, Powdered Milk Protein, Concentrates and Isolates

By Application: Food & Beverages, Nutritional Supplements, Infant Nutrition, Pharmaceuticals, Animal Feed, Cosmetics & Personal Care

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Recent Developments

United States

2024 - A major U.S. dairy company launched a new whey-based ready-to-drink protein beverage designed for clean-label appeal and post-workout nutrition.

2025 - A leading sports nutrition brand introduced a low-lactose milk protein concentrate tailored for lactose-sensitive athletes, combining high protein with digestive comfort.

Japan

2024 - Kaneka Corporation unveiled Pur Natur™ Organic Milk, a JAS-certified organic milk product made its debut through major retailers, marking a growing trend in premium, organic dairy options.

2025 - Japanese firms accelerated R&D in protein-enriched functional foods expect to see more protein-fortified snacks and meal supplements hitting shelves in 2025.

Conclusion

The Japanese Milk Proteins Market is steadily growing, buoyed by health-conscious consumers, innovation in processing, and product diversification. With aging demographics and functional foods trending upward, brands that deliver affordable, clean-labeled, and easily digestible protein options are poised to lead the pack.

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Sai Kiran

DataM Intelligence 4Market Research LLP

877-441-4866

sai.k@datamintelligence.com

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