

Whey to Protein-Rich Foods Gets Costlier on Global Supply Crunch

India's growing appetite for protein-rich foods is facing a challenge due to a global shortage of whey protein, one of the most widely used ingredients in protein supplements, bars, shakes, and fortified foods. The supply shortage has caused whey prices to rise sharply, with some reports indicating prices have nearly quadrupled in recent months.

The shortage is being driven by strong global demand for high-protein products, increased health awareness, and the growing popularity of protein-focused diets. Limited whey production and tight inventories have further intensified the situation, creating pressure on food manufacturers worldwide.

As a result, companies producing protein-enriched foods and beverages may face higher production costs, which could eventually be passed on to consumers through increased retail prices. Industry experts are also exploring alternative protein sources and innovative ingredients to reduce dependence on whey and maintain affordability.

Key Takeaway

India's protein revolution is accelerating rapidly, driven by increasing health awareness and fitness-focused lifestyles. However, the global whey supply crunch may lead to higher prices for protein supplements and fortified foods, presenting both challenges and opportunities for the food and nutrition industry.

Reference : <https://economictimes.indiatimes.com/industry/cons-products/food/whey-to-protein-rich-foods-gets-costlier-on-global-supply-crunch/articleshow/131234590.cms>