
THE WORLD CASEIN & CASEINATES MARKET

Science Market Regulation

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Technical & Competitive Scanning - Regulations - Manufacturers

This comprehensive report is based on in-depth interviews with food companies completed by a desk review.
It provides for DECISION MAKERS a global understanding of the sector as well as an outlook on its future.

MARKET ANALYSIS

Trends and outlook
Use of ingredients: volume-value
Manufacturers profiles
Users opinions
Regulation

FOOD SEGMENTS

Food industry
Functional food
Food supplements
Sports food
Industrial markets
Clinical nutrition

INGREDIENTS

Casein
Caseinates
Casein hydrolysates

COUNTRIES COVERED

North America
Western Europe
Asia
Australia- New Zealand

THE WORLD CASEIN & CASEINATES MARKET

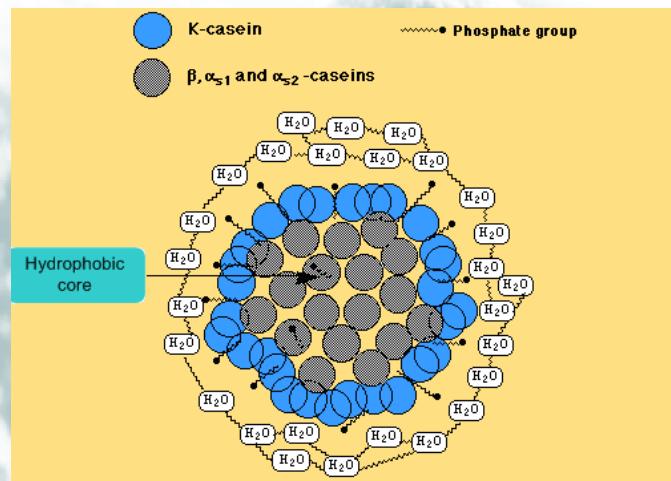
OBJECTIVES MARKET
Food consumption trends and expectations
Consumer market trends by food segments
Prospective
MANUFACTURERS
Food industry orientations
Applications in food segments
Consumption
RESEARCH
New researches and new developments

INTRODUCTION

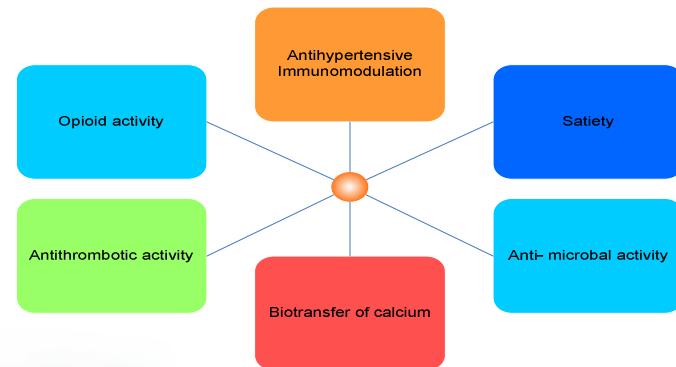
Casein is the main protein found in milk and contains 21 amino acids. It makes up approximately 80 % of the total milk protein.

Above all, casein is a source of several functional peptides with different properties for instance nervous system and body's fortification (see below), behaviour, intestinal comfort, cardiovascular system...

Caseins and caseinates are widely used in the food and non-food industry where they provide functional benefits of structure formation, emulsification, waterbinding, foaming, viscosity and heat stability.



Casein may be processed in view of being transformed at a later stage as caseinates as they are not soluble. As a consequence, casein appears frequently in statistics in place of caseinates. This is the case for applications like sports nutrition, infant formula or even clinical nutrition.



The recent trend away from a high carbohydrate toward high protein diets has offered new opportunities for whey and casein products. Both whey and casein can boost the protein content of the food without a decline in taste. Studies examining the effects of the dairy proteins whey and casein on appetite regulation have been conducted through the National Centre of Excellence in Functional Foods. These studies suggest that both proteins exert appetite suppressant effects compared to an isocaloric glucose load and similar to a low GI carbohydrate (lactose) load.

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OUTLOOK OF THE MARKET

There is great scope for product development in this area but this will require companies to address the technical and marketing issues.

The demand for casein is important in companies of milk products such as powder cream for coffee bleaching and infantile powders. However, the use of "food casein" (lactic casein) in foodstuff has decreased. It is replaced by more recent ingredients (others protein milk derivatives like Total MILK Proteins, vegetal proteins...). Demand for caseins/caseinates diminishes especially in the pork market segment.

This evolution is linked to the use of less expensive casein substitutes (vegetable proteins).

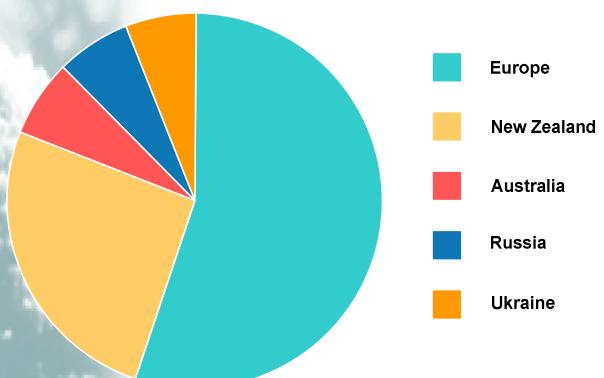
Nevertheless the fall has stabilized today and new prospective is coming with applications as raw material used for functional food or food supplements.

The United States does not produce casein in significant quantities.

The reintroduction of EU export refunds on skim milk powder in January 2009 raises the question of the long-term competitive position of EU casein production if the corresponding production aid is not reintroduced.

So far the outcome has been a gradual reduction in production, with an EU total of 135,000 tonnes being forecast for 2009. This reduction, combined with a reduction in cheese and WMP output, led to heavy EU purchases of skim milk powder into intervention in 2009, with the official maximum of 109,000 tonnes per season being exceeded for the first time since 1990.

World Casein production - 2006



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CASEIN HEALTH APPLICATIONS – MARKET SIZE

DAIRY INGREDIENTS	INTENSITY OF RESEARCH ACTIVITY	HEALTH BENEFITS	INTENSITY OF COMMERCIAL APPLICATION	CURRENT AND POTENTIAL APPLICATIONS	MARKETSIZE
Caseinates	+	<ul style="list-style-type: none"> Slow proteins Mineral source highly bioavailable such as calcium High nutritional value 	++++	Dietary preparations Infant formulas	Sport: xxx tons
α and β casein	+	<ul style="list-style-type: none"> High nutritional value Low lactose content Increase bioavailability of calcium 	+++	Dietary preparations Infant formulas	
Casein Hydrolysates		<ul style="list-style-type: none"> Hypoallergenicity Quick absorption for positive nitrogen balance 	++	Hypoallergenic infant formulas Sports and clinical nutrition	Infant formula: xxx tons Clinical nutrition: xxx tons Sports foods: xxx tons
CPP	+++	<ul style="list-style-type: none"> Enhances calcium absorption Anticariogenic effect 	+	Calcium supplements and functional foods , Calcium enriched foods, Infant formulas and weaning foods Oral hygiene	xxx tons
cGMP	+++	<ul style="list-style-type: none"> Probiotic Bacteriostatic Antithrombotic Immunity regulation Suppresses anaphylactic and phenylketoneuric reactions 	0	Infant formulas Hypoallergenic formulas Sports and clinical nutrition	xxx tons
Bioactive Peptides 1.Casomorphin 2.ACE-inhibitor 3.Immunomodulating enzymes 4.Casoxin 5.Casokinin 6.Casoplatenin	+++	<ul style="list-style-type: none"> Opioid activity ACE-inhibitory activities Immunomodulatory activities Antagonist opioid activity Anti-hypertensive activity Anti-thrombotic activity 	0	Treatment of pancreatic deficiency, metabolic disease, distress Mineral prodictic supplement	

THE WORLD CASEIN & CASEINATES MARKET

OBJECTIVES M A R K E T

Food consumption trends
and expectations

Consumer market trends
by food segments

Prospective

M A N U F A T U R E R S

Food industry
orientations

Applications in food
segments

Consumption

R E S E A R C H

New researches and
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by country

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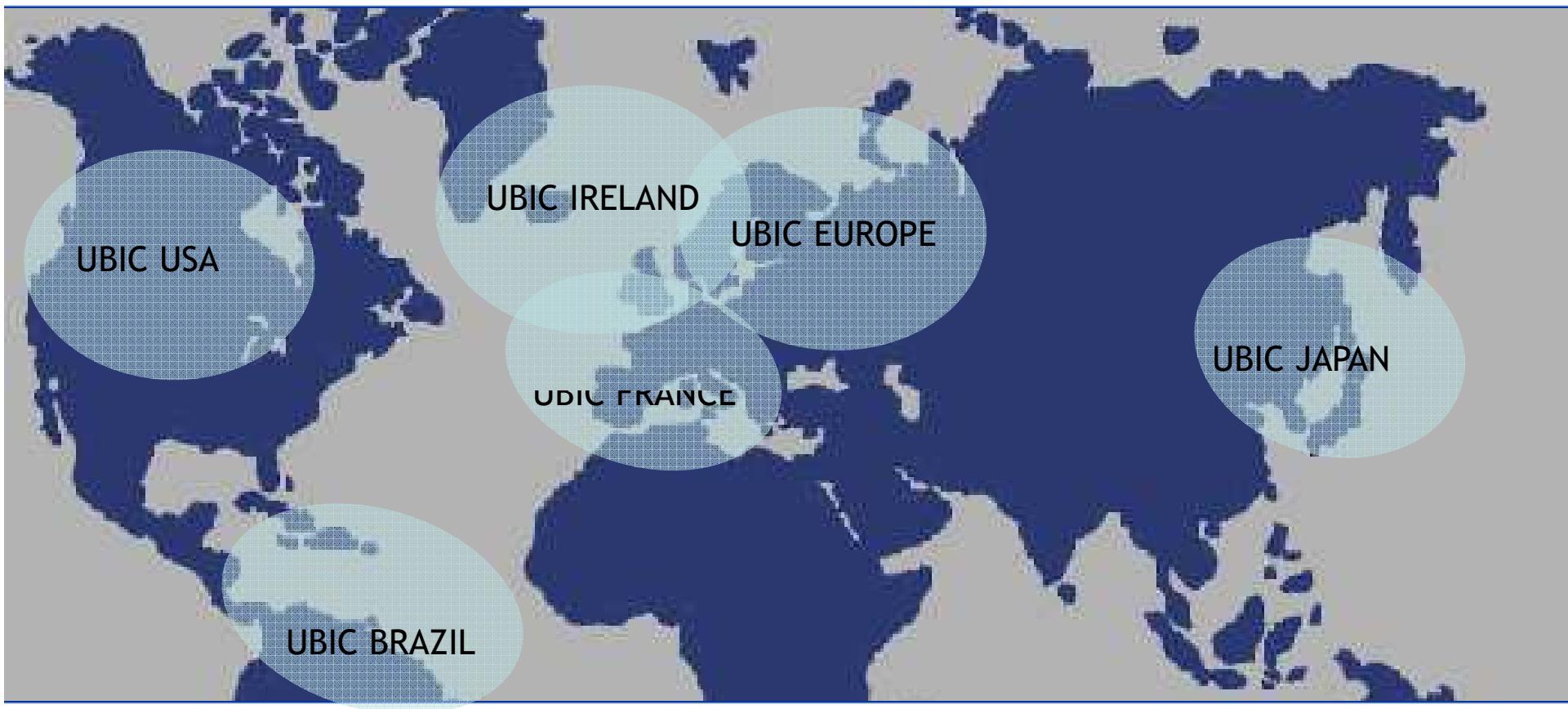
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