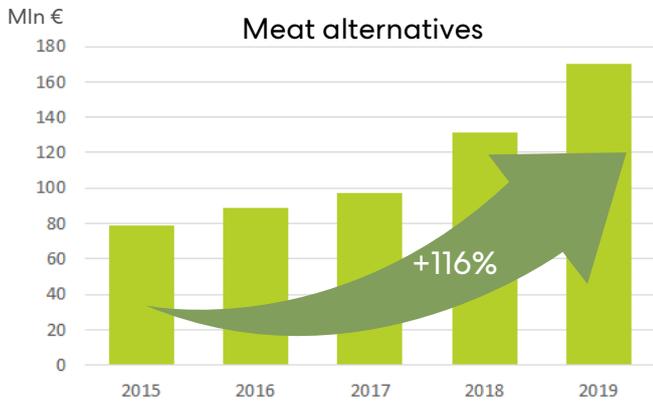


PROTEIN MARKET INSIGHTS

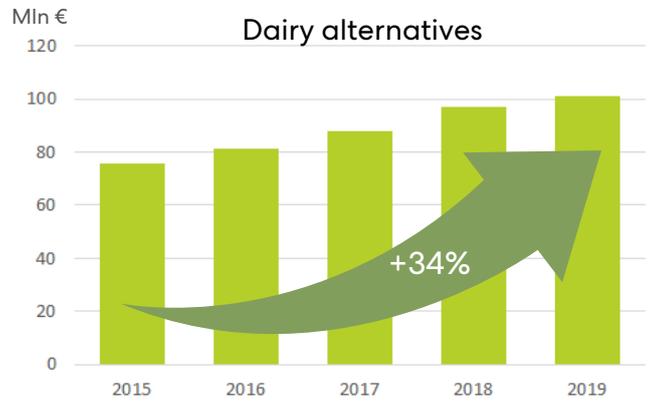
Bridging the gap between the growing plant-based consumer trend and the demand for plant protein.

PLANT-BASED CONSUMER PURCHASE TRENDS

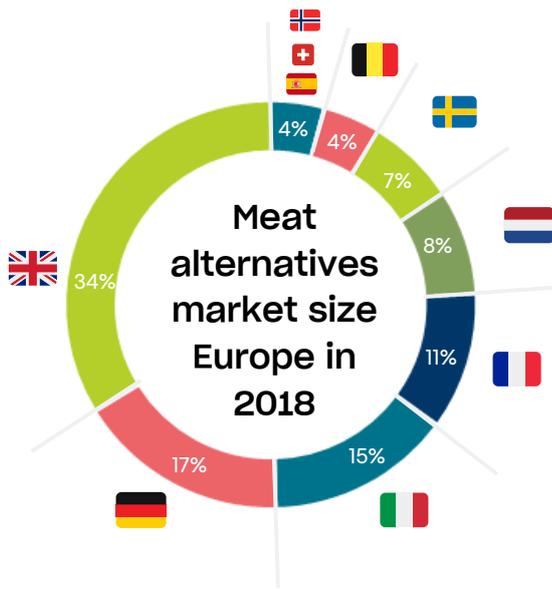
Rising sales of meat and dairy alternatives in the Netherlands



Source: Nielsen, 2020



Source: IRI, 2019

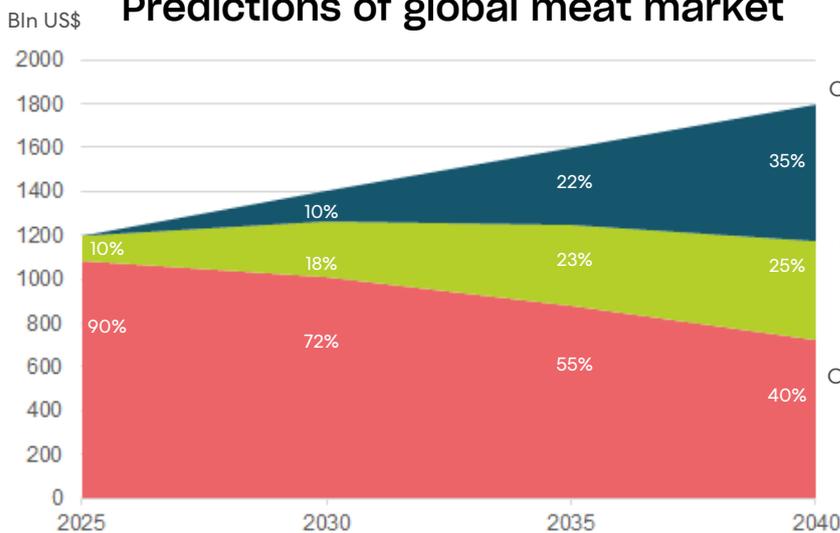


Source: Statista, 2019. Market size in selected countries in Europe in 2018.

The sales of meat alternatives in the Netherlands have more than doubled since 2015, with a 30% increase in 2019 compared to 2018. The sales of plant-based dairy showed a strong growth as well, exceeding €100 mln in 2019. In Europe, the United Kingdom (€405 mln) was leading the meat alternative market in 2018, followed by Germany (€200 mln) and Italy (€175 mln), According to AT Kearney the global market share of cultured meat and plant-based meat will reach up to 28% in 2030 and 60% in 2040. As a result of the COVID-19 impact, consumer awareness for healthy products will rise. The health benefits of plant-based diets will further drive the growth of the plant-based protein market.

AN OUTLOOK TO THE FUTURE

Predictions of global meat market



Source: AT Kearney, 2019

INNOVATION SCAN

Interested in what is happening on the innovation side? Take a look at the Protein Transition Innovation Scan New Zealand & The Netherlands.

Cultured Meat



Plant-based



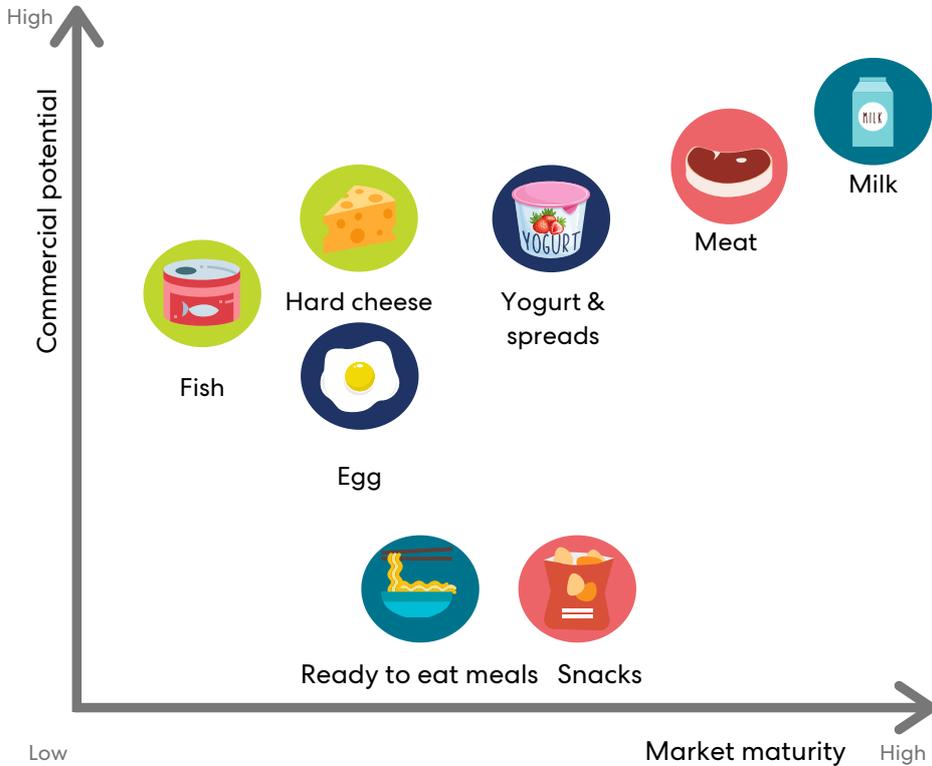
Conventional meat



Protein Transition Innovation Scan
New Zealand & The Netherlands
INNOVATION | RESEARCH | INVESTMENTS

OPPORTUNITIES IN THE PLANT-BASED PROTEIN MARKET

The commercial impact and market maturity of plant-based food categories



Plant-based milk is the most developed of all plant-based food categories and is also the category with the highest commercial impact around the globe so far. Plant-based fish, hard cheese and egg are the least developed categories since the first brands and products are just on the shelves. These categories are very promising and will have an enormous impact on the eating habits of consumers and on the traditional industries.

Innovations are popping up everywhere, but especially hard cheese will need about five years time for development. On the short term, yogurt and other dairy alternatives such as spreads and creams will become the next promising product category. This will change the traditional dairy market rapidly just like we have seen with plant-based milk and meat alternatives over the past years.

PLANT PROTEIN INGREDIENT GAP

Due to the growing awareness of sustainability and a healthy lifestyle, the sales of plant-based products increased and will continue to rise. This of course creates a higher demand for plant protein ingredients and might even cause a shortage in the plant protein supply. The amount of protein in plant protein products (such as meat and dairy alternatives) is usually 3-25% of the total product. The estimation of AT Kearney, as shown above, predicts a market potential of 450 billion US Dollars only for the plant-based market in 2040. Given the needed amount of 3-25% of plant protein in the plant-based products, this market shows a huge potential for plant protein suppliers.

This plant protein market will need two types of protein sources, namely **Bulk Proteins** and **Precision Proteins**. Bulk Proteins will be used as main protein ingredient in e.g. meat alternatives (think of the current soy, yellow pea and wheat ingredients). Bulk Proteins not only show potential for additional sources such as faba beans, but also for blending possibilities (so called **Companion Proteins**). For the functionality of the product, Precision Proteins are much needed. Examples are rubisco and algae ingredients for binding, emulsification and additional nutritional value.

Get connected

Want to know more or get connected with the industry? Within The Protein Cluster many companies focus on covering the Plant Protein Gap. Please visit our website www.theproteincluster.com or contact us at info@theproteincluster.com. We look forward to helping you!

The Protein Cluster (TPC) is the Business Network within Foodvalley Protein Shift 2030.

