Alternative Proteins

The Current Situation

European Union
European Regional
Development Fund

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European Regional Development Fund

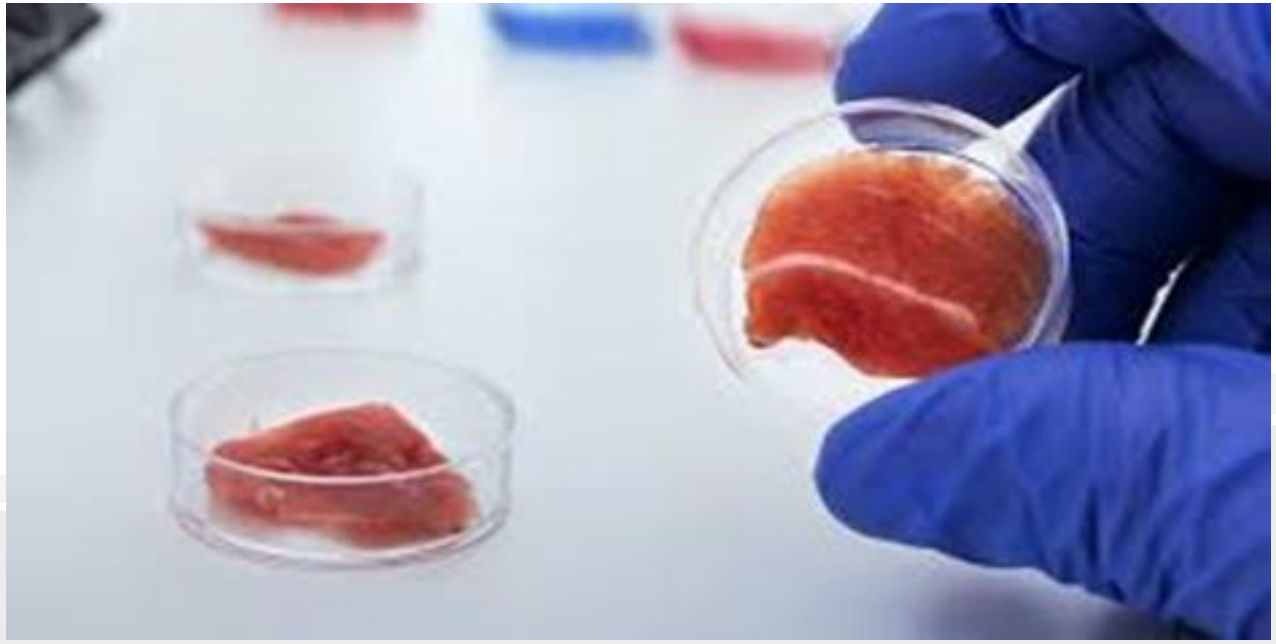
Outline

- Introduction
- Market Structure
- Ongoing Activity and Trends
- Who is involved?

Alternative proteins

- Alternative proteins have been a major topic of discussion in the food industry over the past decade
  - *It refers basically to other novel protein sources asides those gotten from animals*

Types are classified based on sources: Insect based, Plant based, Lab grown meat



Market Structure

Market Infographic

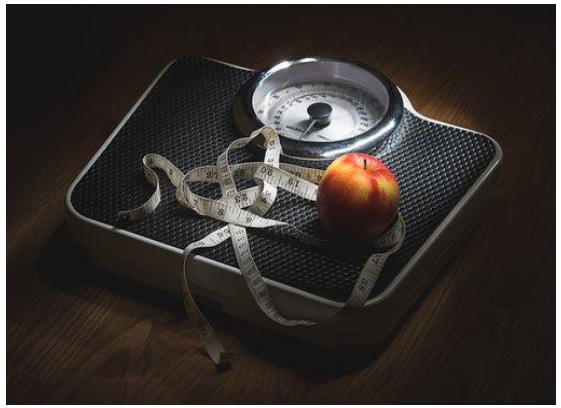
Market is estimated to grow by yearly 6.8% till 2022

The total market will be worth 4 billion pounds

Global demand is expected to be 25% higher than it is now

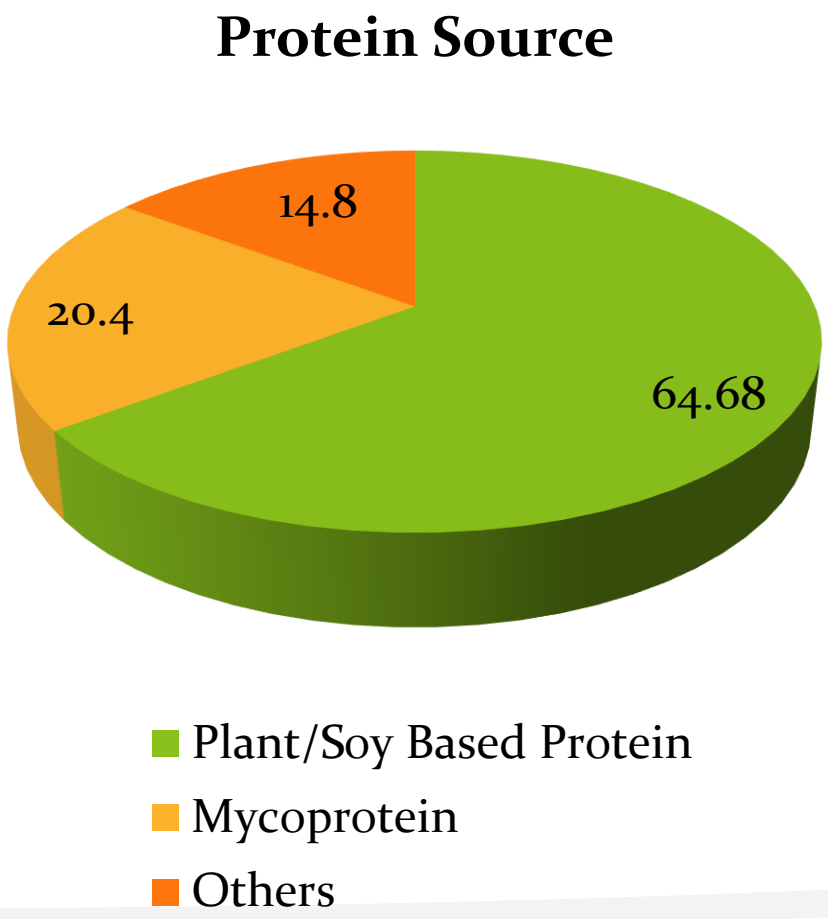
Plant based protein enjoys the highest growth

Market Drivers



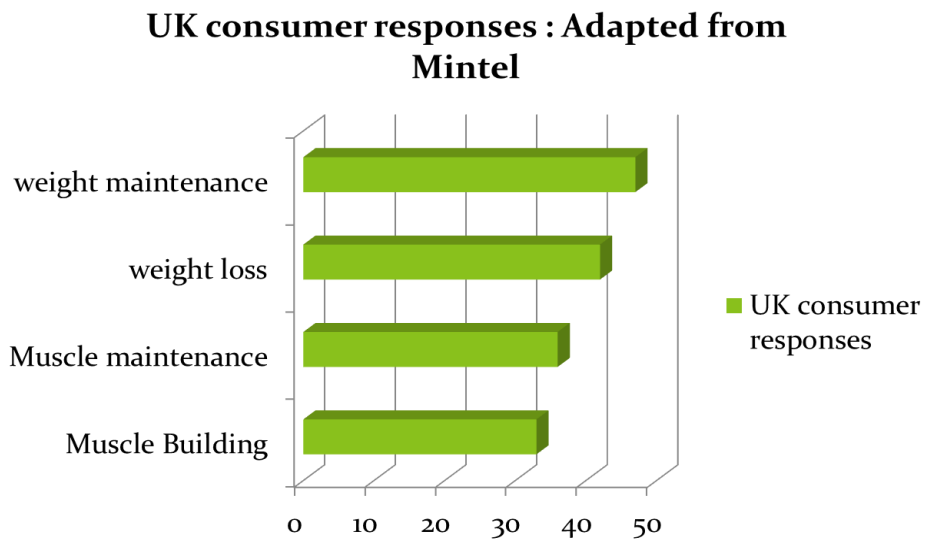
- Two Major market drivers are Health and Sustainability
- The craving for healthy foods has spearheaded the Idea of high protein diets
- The Idea of Sustainable sources of protein has provided the shift from Animal sources into Other Sources

Alternative Protein Sources: Market Share



- Plant based protein accounts for the largest market share
- Soy still accounts for the Largest share of Plant based alternative protein, but is on the decline due to allergens
- Pea has picked up on the trend
- New sources of protein include fava beans, chickpeas, chia and quinoa

Consumer Attitudes in the UK



- For consumers, Health is the biggest driver, although Alternative Proteins occupy the gap between health and ethical consumption
- Mintel lists the four biggest health drivers as : Muscle Building, Muscle Maintenance, weight loss, and weight maintenance accounting for 33%, 36%, 42% and 47% respectively among UK consumers.

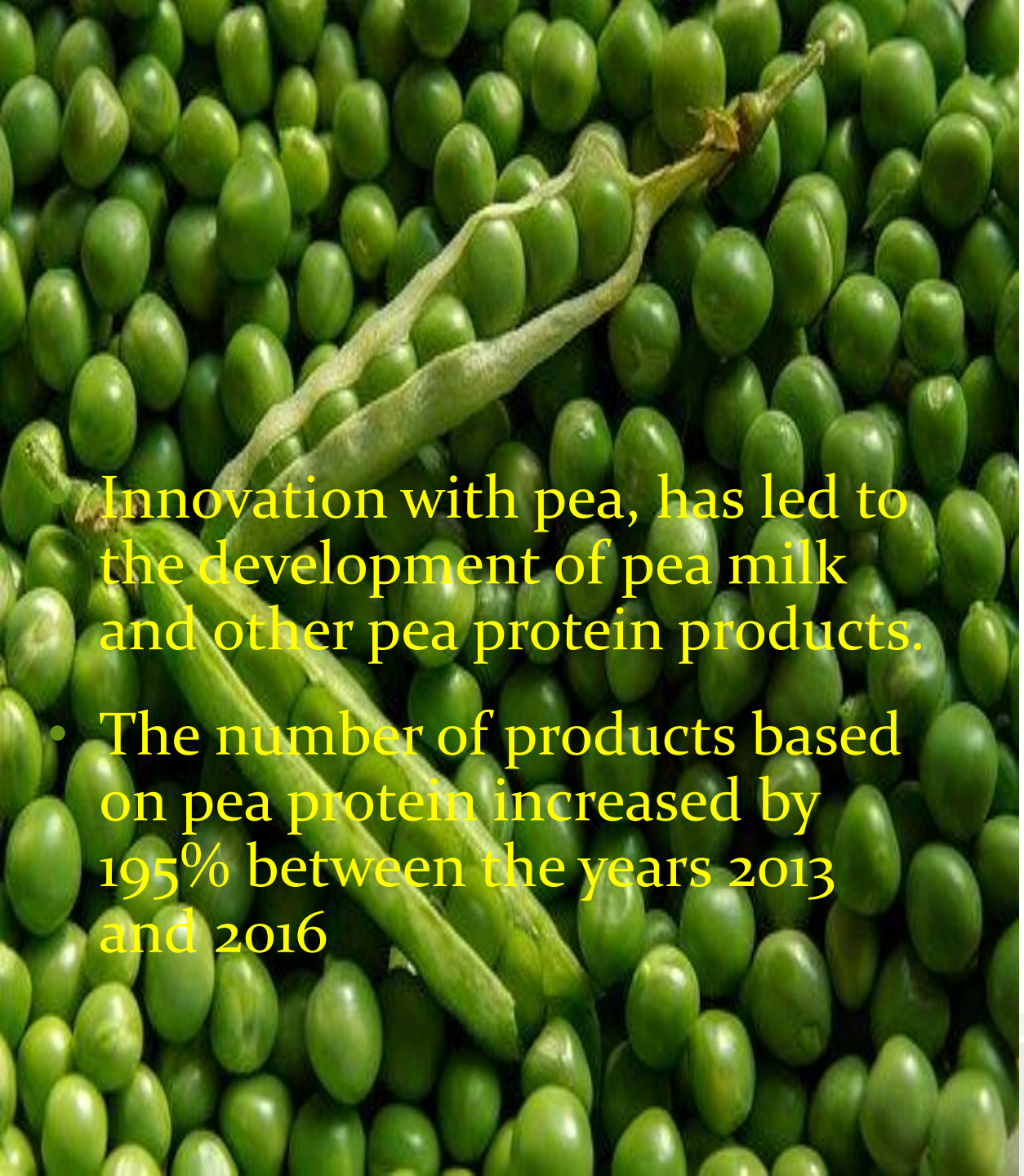
Consumer Attitudes in the UK

- Currently, 22% of UK consumers indicate that they eat more protein from other sources than meat and for Millennials and iGeneration, the numbers increase to 25%. Catching up with flexitarians

Attitudes towards the consumption of novel food sources are also changing, one in ten Brits are interested in trying food made with edible insects, and this number goes up to 20% among 26- 36-year-old men, reported by Mintel

Ongoing Activity

Innovation, Brands
Manufacturers and Suppliers



- Innovation with pea, has led to the development of pea milk and other pea protein products.
- The number of products based on pea protein increased by 195% between the years 2013 and 2016

Innovation

Pea

- Pea protein has become increasingly popular
- This is backed by the increase in free-from, causing consumers to look away from soy

Innovation

Insects

- Cricket protein Powder has been launched by Mophagy and Nutribug
- FlySpArk currently working on fruitfly powder
- Essento began selling insect based burgers in August this year

Innovation

Chia and Quinoa

Mycoprotein

Lab grown meat

SME and Start-up landscape

Next Step Foods

- Makes cricket protein bar- Yumpa and offers them in three flavours

Sgaia Foods

- Sgaia foods- a small company in the UK, sells "mheat" which is created from wheat gluten used in pastrami, burgers and handmade steaks.

Love Taste Co.

- Makes Veggie based Smoothies from Pea proteins

Fry Family Foods

- Stocked in Morrisons and Ocado, creates nuggets, schnitzels and stirfry strips made from quinoa, rice protein, chia seeds and flax seeds.

SME and Start-up landscape

Mophagy

- UK start up launched their cricket powder

EatGrub

- Eatgrub develops insect recipes, insect bars and hosts food events in the UK

NutriBug

- Also makes cricket protein powder like Mophagy

Supply Chain: Who's Involved

- Cargill currently makes Prowliz and Prosante XCL which is a suitable meat replacement alternative in dishes
- Of Nestle's six major trends Identified three are linked to alternative proteins i.e. Plant based, High Protein and Free-from
- Impossible burger has engaged in the production of an actual burger that has meat texture and flavour

Supply Chain

Healy Group engaged in the production of pea protein

World Food processing is tackling challenges with pea protein development

Quorn has been able to increase its mycoprotein bioavailability to the same levels as animal protein

Challenges

Pea protein development is widespread but still faces taste challenges

Animal Protein consumption is still very strong in the UK

Consumption of Insects still needs to overcome the yuck factor

Algal protein still remains very niche

Thank You !

Consulted Sources

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